

Illinois U. Library House & Home

JUNE 1957 SIX DOLLARS A YEAR — ONE DOLLAR A COPY

ECTS • APPRAISERS • BUILDERS • CONTRACTORS • DECORATORS • DEALERS • DISTRIBUTORS • FHA-VA • MANUFACTURERS • MORTGAGEES • PREFABRICATORS • REALTORS



ORAGE SPACE: You can't put too much of it in today's house!

■ The 17 winners of Homes for Better Living Awards

At last! You can save money NOW with coordinated components

How six builders joined forces to get the land they need

H&H replies to the "Wall Street Journal" on behalf of home building



AT HOME COSTUME BY TINA LESER

Open your door to a dream house (your model home) with

AMERICA'S MOST MODERN VINYL TILE

This is Nairon® Custom Plastic tile by Gold Seal®... and its exclusive "Venetian" pattern makes your home-selling a lot easier. The ladies, especially, are delighted by its ultra-modern simplicity and the years of long wear of its full-thick vinyl. Nairon Custom "Venetian" is but one of the 173 colors and patterns in the complete Gold Seal tile line. See Gold Seal Nairon Plastic tile, Inlaid Linoleum tile, Vinylbest®, Rubber, Cork and Asphalt tiles at your dealer's now. He's listed in the Yellow Pages under "Floors" or "Linoleum."

SPECIFICATIONS: Nairon Custom tile fully meets FHA title I requirements. Gold Seal Nairon Custom tile: 9", 12" and 18" tiles in 1/8" gauge, 9" tile in .080" gauge. Install over suspended wood, suspended or on-grade concrete, even over radiant heat. Available in "Venetian" (5 colors), "Sequin" (19 colors, including black and white) and "Marble" (7 colors).



© 1957 Congoleum-Nairn Inc., Kearny, N. J.

FOR HOME—BUSINESS—INSTITUTIONS:
By the Yard and Tiles—Inlaid Linoleum • Nairon® Plastics • Vinylbest® Tile • Cork Tile • Rubber Tile • Asphalt Tile
Printed Floor and Wall Coverings—Congoleum® and Congowall® • Rugs and Broadloom—LoomWeave® *Trademark
SATISFACTION GUARANTEED OR YOUR MONEY BACK



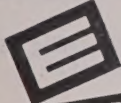
FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal®
FLOORS AND WALLS

Frank Lloyd Wright Homes*

Choose NuTone "Built-Ins"




MARSHALL ERDMAN AND ASSOCIATES, INC.
17 UNIVERSITY AVENUE, MADISON 5, WISCONSIN. CEDAR 3-5354

April 12, 1957

Mr. Bruce Corbett, Vice President
NUTONE, INC.
228 North LaSalle Street
Chicago 1, Illinois

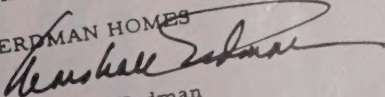
Dear Mr. Corbett:

* When Mr. Wright chose Erdman Homes to manufacture and distribute the Frank Lloyd Wright prefabricated house, we knew we had a challenge on our hands. I had worked with Mr. Wright many times before and I knew that everything in this house would have to be esthetically and functionally perfect.

The NUTONE Built-In FOOD CENTER which we installed in the kitchen of this house fulfills these rigid specifications. It has beauty and function. I recommend it to anyone who considers these facts important.

Sincerely yours,

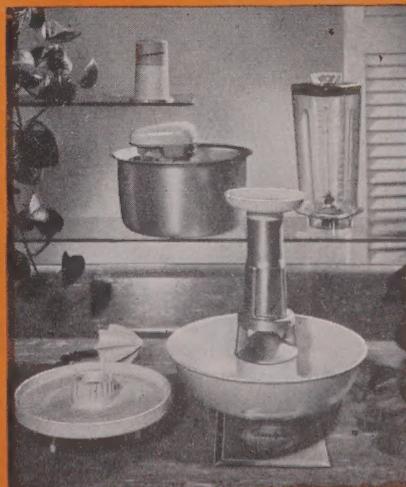
ERDMAN HOMES


Marshall Erdman
President

ME/eh

P. S. We are also using your ventilating fans and chimes.

AMERICA'S LEADING ARCHITECTS and FINEST BUILDERS recognize the tremendous appeal of NuTone Kitchen Built-Ins for new homes. NuTone is proud to add the name of Marshall Erdman & Associates who are installing Food Centers and other Built-Ins by NuTone in their Frank Lloyd Wright homes.



This fabulous NuTone Built-In Food Center uses only ONE MOTOR for FIVE Appliances! The motor unit is out of sight, built in the kitchen counter, ready for instant use as...
A MEAT GRINDER
and a LARGE MIXER
and a FOOD BLENDER
and a FRUIT JUICER
and a SHARPENER!

Write for Free Catalogs and Installation Data.
NUTONE, INC., Dept. HH-6, Cincinnati 27, Ohio

Specify NuTone "Built-Ins" for Your Kitchens

Cit last! a complete line

from one manufacturer...
SUN VALLEY

Here—right from stock—is the greatest selection of high quality aluminum sliding glass doors ever assembled—fashion engineered to blend with every decor...to enlarge every room...to add thrilling new scope and dimension throughout homes—offices—buildings!

NATIONWIDE COVERAGE... Convenient, geographically located factory depots in cities from coast-to-coast enable our thousands of local neighborhood dealers to guarantee you immediate or overnight delivery!

FACTORY REPRESENTATIVES... Permanently assigned to their own residential depot area, these experts give full-time sales service to all dealers and distributors. Your own district representative is always available to assist you.

and with every aluminum sliding glass door
you are assured of:

BALANCED DESIGN... Engineered to slide silently on pre-greased adjustable rollers.

ALUMINUM EXTRUSION... Extra heavy frames... recodized satin finish prevents corroding and pitting.

FULLY WEATHERSTRIPPED... 100% mohair with interlocking parts offers double protection against wind, cold, rain.

EASY INSTALLATION... Can be handled by one man, with glazing done in shop or right on the job.

FLEXIBILITY... All sizes and combinations, left or right slide...available with factory-installed cylinder locks.



National Coverage Assures You Immediate Delivery!

- ★ Headquarters in Sun Valley (L. A. County), Calif., and Chicago, Ill.
- Factory Depots in Seattle, Houston, Detroit, Atlanta
- Depots Opening Soon in Tampa and New York City



of sliding glass doors

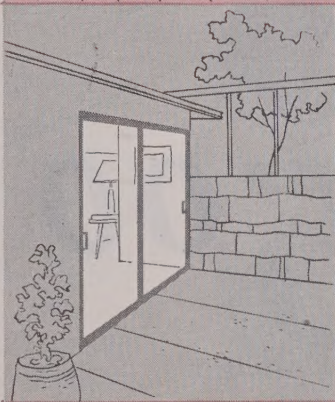
JUNIOR DOOR 2, 3 & 4 Panel

Sun Valley Junior Door is quality designed yet competitively priced... the perfect sliding glass door for tract homes and multiple housing projects. Available accessories: choice of sills; keyed cylinder locks; inside and outside trim.



JUNIOR MULTIPLE SLIDING DOOR

Sun Valley Junior Multiple Door allows more indoor flexibility in arranging furniture. Competitively priced, as with the Junior Door. Available accessories: choice of sills; keyed cylinder locks; inside and outside trim.



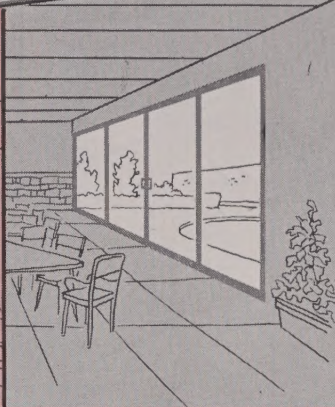
SENIOR DOOR 2, 3 & 4 Panel

Sun Valley Senior Door is the deluxe sliding glass door designed for deluxe installations—for people who want the finest! Available accessories: inside and outside trim; keyed cylinder locks.



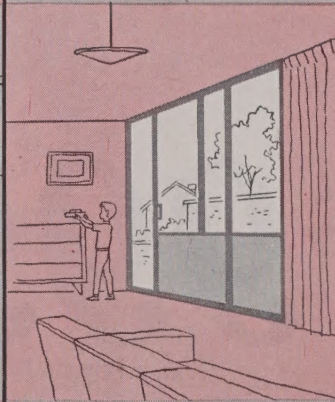
SENIOR POCKET DOOR Any Number of Panels

Sun Valley Senior Pocket Door makes possible a far wider span when doors are in open position... because any number of panels—from 1 to 100—recess completely into pocket. Available accessories: inside and outside trim; keyed cylinder locks.



SENIOR MUNTIN DOOR Any Number of Panels

Sun Valley Muntin Door provides the perfect answer for institutional buildings, such as schools, where kick plates and safety bars are desirable. Available accessories: inside and outside trim; keyed cylinder locks.



IMPERIAL DOOR 2 & 4 Panel

Sun Valley Imperial Door is specially-deluxe engineered to meet demands of extreme climates—hot or cold—with all-weather double glazing, including Twinow or Thermopane. Available accessories: keyed cylinder locks; single glazing adapter.



SUN VALLEY
INDUSTRIES, INC.

"Sun Valley doors are as close as your neighborhood dealer!"

SUN VALLEY INDUSTRIES, INC.

Western Division
8354 San Fernando Road
Dept. H-H-6
Sun Valley (L. A. County), Calif.

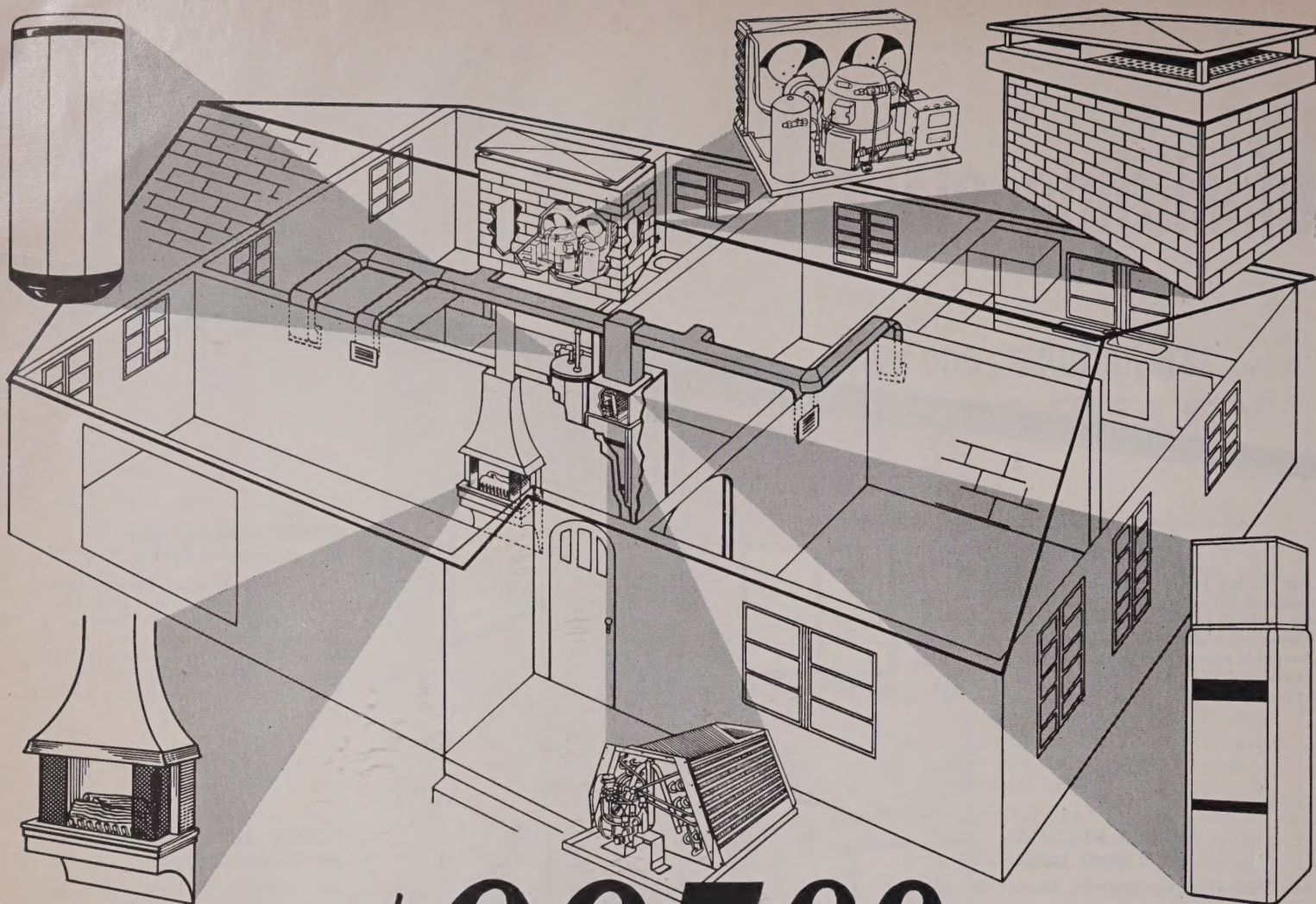
Eastern Division
4528 West 51 Street
Dept. H-H-6
Chicago, Ill.

Gentlemen:
Kindly send me your free descriptive literature on specifications and prices of the entire Sun Valley aluminum sliding door line.

Name _____

Address _____

City _____ Zone _____ State _____



ONLY \$995⁰⁰

F. O. B. ORIGIN OF SHIPMENT

for

Vmark

HOME COMFORT PACKAGE

- ★ 80,000 BTU GAS FIRED FORCED AIR FURNACE
- ★ 2 HP REMOTE AIR COOLED CENTRAL AIR CONDITIONING SYSTEM
- ★ DOUBLE FLUE DELUXE 28 X 60 X 32" CHIMNEY
- ★ UNI-BILT FIREPLACE
- ★ 30 GALLON, GAS FIRED, GLASS LINED HOT WATER HEATER
- ★ AIR COOLED CONDENSING UNIT HOUSED IN CHIMNEY
- ★ FLUES FOR FURNACE, FIREPLACE AND WATER HEATER
- ★ AIR SUPPLY DUCTS AND REGISTERS (Nominal)

In this package, the top names are represented — Tecumseh, Century, State, Vega, Made-Rite, Minneapolis-Honeywell and Deering Industries.

Higher capacities, other fuels, or energy, higher chimney where required and more than nominal ducts, at slightly higher prices.

DEERING INDUSTRIES, INC.

2215 VICTORY PARKWAY

CINCINNATI 6, OHIO

GIVE YOUR HOMES A SELLING PLUS WITH SIMPSON RUSTICWOOD!

● To make a home sale in today's highly competitive market, builders need a *plus*—like wall accents of beautiful wire brushed Rusticwood, the new, richly-textured redwood plywood that makes homes sell on sight.

Rusticwood is not only appealing to prospects—it is popular with builders because it goes up quickly, with shiplap joints and dimensions of 4' x 8' to 10'. And although Rusticwood is economical, it adds thousands of dollars to the *appearance* of your homes when used for either interiors or exteriors.

Rusticwood is the kind of an extra value that prospects are looking for—so make your home sales easier by using beautiful Rusticwood redwood plywood, made by Simpson, the largest producer of redwood in the world. Write now for your FREE Rusticwood sample together with Simpson's new 36-page booklet "Manual on Finishing Plywood." Simpson Logging Company, Sales Office, Plywood and Doors (Room No. 803), 2301 N. Columbia Blvd., Portland 17, Oregon.



You can also rely on Simpson for Acoustical, Insulating Board and Hardboard Products, plus a complete line of specialty plywood and doors.

PLYWOOD & DOOR PRODUCTS

MORE BUILDERS CHOOSE

Here's how the most famous garage door helps sell your homes:

- National advertising leadership
- Dramatic demonstration of radio operator
- Sales training for builder salesmen
- Free literature and point-of-purchase aids
- Local newspaper advertising
- A written guarantee covering all materials and service

OVERHEAD DOOR CORPORATION • Hartford City, Indiana

Manufacturing Divisions: Hillside, N.J.; Nashua, N.H.; Cortland, N.Y.;
Lewistown, Pa.; Oklahoma City, Okla.; Dallas, Tex.; Portland, Ore.



THE

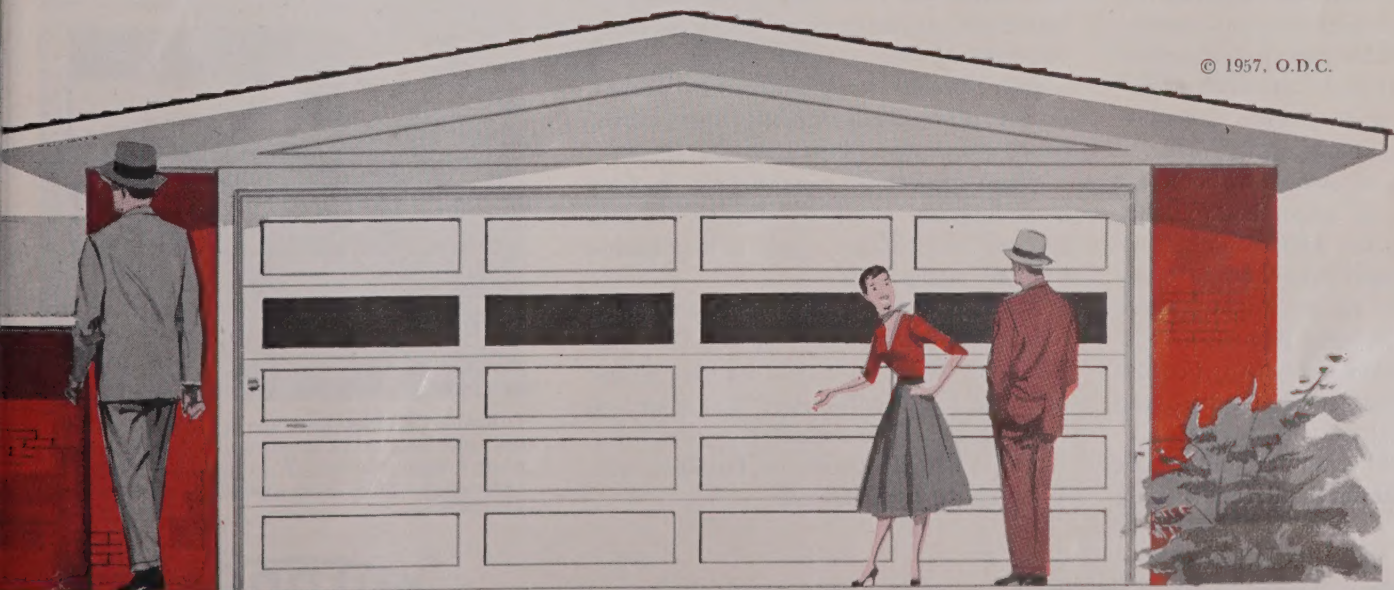
OVERHEAD DOOR

TRADE MARK

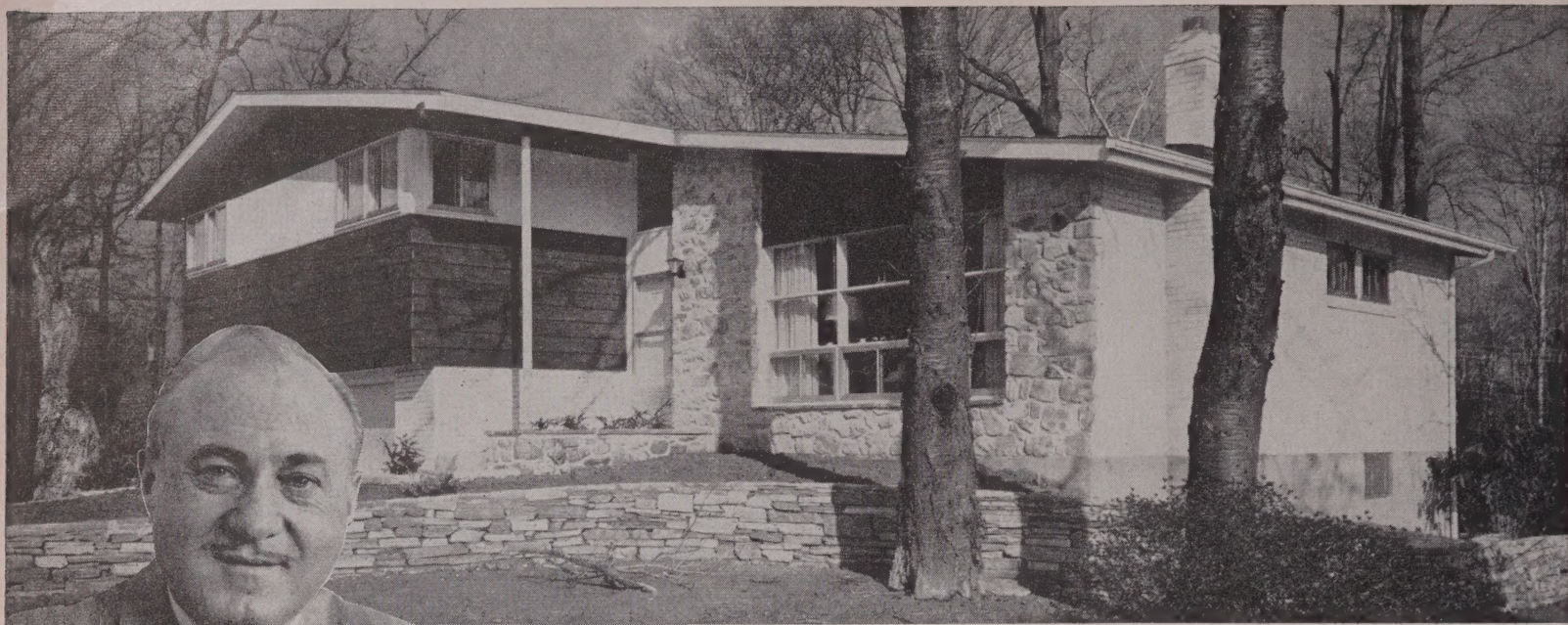
THAN ANY OTHER BRAND

...and this statement has been true for the past 36 years!

© 1957, O.D.C.



AIR CONDITIONING SELLS TODAY'S HOMES



**"Air conditioning gives us
a definite competitive advantage"**

—says Carl Metz, president, Carl Metz Corp., Philadelphia, Pa.

"Because we're one of the few builders in our area offering air conditioning," reports Mr. Metz, contractor in three suburban Philadelphia developments, "we've got a real selling advantage. Last year we put air conditioning into one-third of our higher-priced houses. We installed ducts and thermostats suitable for air conditioning in most of the rest of them, because 65% of

the buyers eventually add air conditioning."

Mr. Metz's experience matches findings of Du Pont's latest residential air conditioning survey. 89% of owners of air conditioned homes said air conditioning influenced their buying decision. And 8 out of 10 owners said they would not consider a new home without air conditioning.

Always insist on units charged with Freon*—today's best-known refrigerants

For the home air conditioning systems you install, top-quality refrigerants are essential to the efficient, trouble-free operation your buyers expect. And that's the kind of performance you can count on with "Freon"—the refrigerant more home owners *know*.

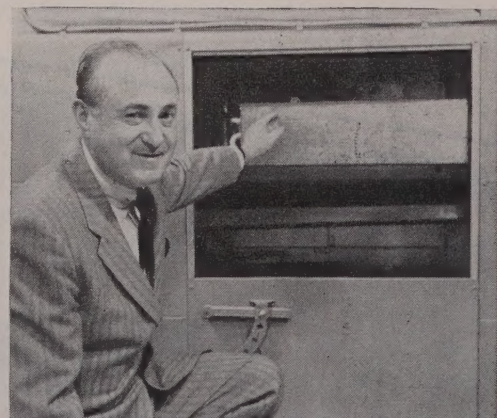
In a recent poll of owners of home air conditioning, 35% of respondents readily named "Freon" as the refrigerant in their units. Further, "Freon" was the *only* refrigerant identified by name—an impressive measure of its widespread popular acceptance. Give home owners the many benefits of "Freon"... always specifying it for the air conditioning systems you provide.

For more than 26 years "Freon" has set refrigerant standards for the air conditioning

and refrigeration industries. Du Pont's research and manufacturing leadership assure you uniformly high quality and unsurpassed purity. "Freon" refrigerants are acid-free, dry and safe—nonflammable, nonexplosive, noncorrosive and virtually nontoxic.

When air conditioning figures in your home-building plans, be sure the cooling systems are charged with a dependable "Freon" refrigerant.

Learn how air conditioning has helped others sell homes. Send for the Du Pont brochure "What Successful Builders Think of Home Air Conditioning." For your free copy write E. I. du Pont de Nemours & Co. (Inc.), "Freon" Products Division 126, Wilmington 98, Delaware.



• Builder Carl Metz with one of the Mueller Climatrol units installed in his custom-style houses. Complete systems include Worthington compressors, guaranteed for five years when "Freon-22" refrigerant is used.

FREON[®] REFRIGERANTS

*Freon and combinations of Freon- or F- followed by numerals are Du Pont's registered trademarks for its fluorinated hydrocarbon refrigerants.



**BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY**

You'll have a strong sales lever with

Creo-Dipt OPTIONAL KOLOR PLAN

for red cedar shingles and shakes



GIVES EVERY JOB THAT NEW, FINISHED LOOK

Fynal-Kote conceals scuffs, ladder and hammer marks and other construction blemishes. Color matching problems disappear and touch-up is eliminated. In most cases, these savings in labor and materials more than cover the cost of applying Fynal-Kote. The end result is a beautifully finished home that "sells"...unsurpassed for its clean, fresh appearance.

SAVES TIME...AND MONEY TOO!

Although Pryme-Shakes (or Pryme-Shingles) and Fynal-Kote are sold together, they need not be shipped together. Fynal-Kote colors can be requisitioned any time *after* shakes are delivered. Construction can proceed without waiting for sidewall color selection. Bearing the Certigroove and Certigrade labels, top quality materials that meet the high standards of the Red Cedar Shingle Bureau, move the work smoothly from start to finish.

Because shakes and shingles are stocked in factory-primed gray *only*, the Optional Kolor Plan reduces your inventory investment as much as 90%. You stock only what you need and use all that you stock. You won't be tying up your money with an odd assortment of pre-stained colored shakes after each house is completed. Balance can be used on the next job.

A CUSTOM JOB FOR EVERY HOME

In this style and color-conscious world, it pays to offer your customers the widest possible variety. Using the Optional Kolor Plan, you can...*and at savings!* Under this arrangement, red cedar Pryme-Shakes or Shingles (factory primed gray) are sold *as a unit* with Fynal-Kote (a heavy-bodied linseed oil base coating). From a selection of 22 deep tone and pastel shades, your customer helps *sell himself* by picking a color that's tailored to his taste.

For the latest in modern or rustic styles, 8 types of red cedar shakes and shingles are available. They blend superbly with other building materials and enable you to meet every architectural need with ease.

mail this coupon for **FREE** literature

CREO-DIPT COMPANY, Inc.
987 Oliver St., North Tonawanda, N. Y.

Gentlemen: Send us, without obligation, full information on the Creo-Dipt Optional Kolor Plan.

Name _____

Title _____

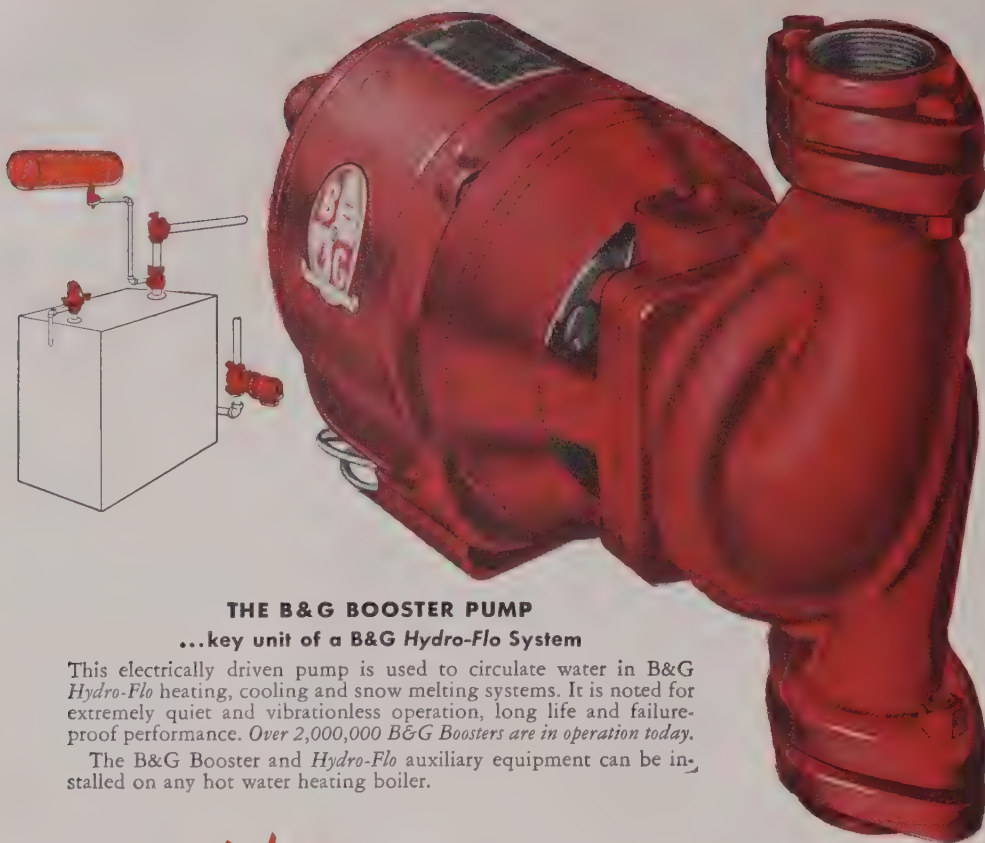
Street _____

Firm _____

City _____

Zone _____

State _____



THE B&G BOOSTER PUMP
...key unit of a B&G Hydro-Flo System

This electrically driven pump is used to circulate water in B&G Hydro-Flo heating, cooling and snow melting systems. It is noted for extremely quiet and vibrationless operation, long life and failure-proof performance. Over 2,000,000 B&G Boosters are in operation today.

The B&G Booster and Hydro-Flo auxiliary equipment can be installed on any hot water heating boiler.

Only *Water* can give a home all these COMFORT,

A B&G Hydro-Flo System adds not one, but *five* features which make a home a better buy and *easier to sell*! This *circulated water system* offers advantages obtainable in no other way...and it's amazingly *flexible* in application. It can be installed initially to provide the superior comfort of *radiant* forced hot water heating...and the other Hydro-Flo features added as the owner's pocketbook permits.

Advantages of water for heating

1. Heated water emits a large proportion of *radiant heat*—the basic ingredient of winter comfort.
2. Heat distributors can be located along cold outer walls, where they block out incoming cold.
3. Water delivers a large amount of heat through *small* pipes. It cools slowly, assuring *sustained* heating. It can be circulated through long pipe runs without loss of heating efficiency and inexpensively zoned for better temperature control.

4. Permits all year use of the house heating boiler to heat the faucet water.
5. Does not re-distribute odors from room to room.
6. A water system can be easily enlarged to heat added rooms.
7. The only practical system for snow melting.

Advantages of water for cooling

1. A B&G Hydro-Flo System can be more accurately designed to meet a given cooling requirement.
2. Piping will not rust out and is easier to insulate.
3. Can be installed to compensate for directly opposed heating and cooling requirements. (A room needing the most heat usually needs the least cooling.)
4. Water cooled air can be properly admitted to rooms at low velocity from a high inlet.



Hydro-Flo^{*} SYSTEM
BELL & GOSSETT

*Reg. U.S. Pat. Off.

COMPANY

Dept. EV-10, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd.,
1400 O'Connor Drive, Toronto 16, Ontario

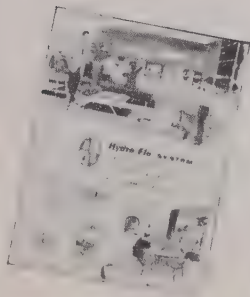




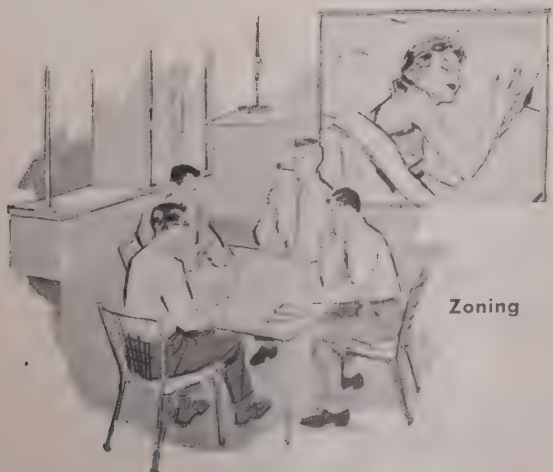
Comfort heating

CONVENIENCE and ECONOMY ADVANTAGES

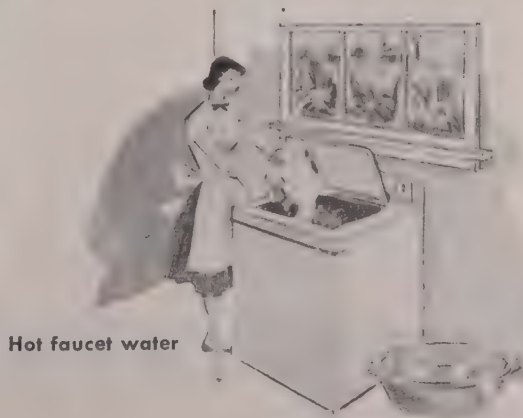
For the complete story of the B&G Hydro-Flo Heating and Cooling System, send for this booklet. It is completely illustrated in full color and shows the various ways in which circulated water can endow a home with the most modern comforts and conveniences.




Summer cooling



Zoning



Hot faucet water



A VERY
IMPORTANT
PART OF
EVERY
HOME'S
FASHION
PICTURE-

the practical luxury of **KENTILE®** cork tile
helps you make that sale faster!

Yes, discriminating homemakers everywhere prefer glamorous Kentile cork tile for living rooms, bedrooms and baths. Why? They know this luxurious flooring, with its rich, random nut tones, is truly the essence of high fashion. They know, too, it's the safest, most comfortable of all resilient floors . . . and it stays fresh looking through years of hard wear.

What's more, through dramatic full-color, full-page advertising in the Ladies' Home Journal, The Saturday Evening Post, House Beautiful, House and Garden, and Better Homes and Gardens, Kentile cork tile (KenCork®) is really presold for you. Ask your local Kentile Flooring Contractor for details. He's listed under FLOORS in your Classified Phone Directory. Kentile Inc., Brooklyn 15, N. Y.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS

AVAILABLE IN CORK • RUBBER • VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • ASPHALT TILE . . . OVER 150 DECORATOR COLORS

Laboratory tests prove—

CTA 11 tops standard performance requirements by 100% to 900%

This 3M Ceramic
Tile Adhesive far exceeds
ordinary needs for shear
strength and water resistance



Here's a ceramic tile adhesive that offers you dependability and durability *plus*. It's CTA 11, from the research laboratories of 3M.

Testing experts have proved: *CTA 11 exceeds ordinary performance needs by 100% to 900% in the two most important requirements of a ceramic tile adhesive.*

Look at the results of these strength and water-resistance tests!

CTA 11 held $4\frac{1}{4}$ by $4\frac{1}{4}$ inch ceramic tile with a shear strength of more than one and one-half tons per tile at 73.5°F.

At 125°F., CTA 11 held $4\frac{1}{4}$ by $4\frac{1}{4}$ inch ceramic tile with a shear strength of more than half a ton per tile.

At 20° below zero, CTA 11 held $4\frac{1}{4}$ by $4\frac{1}{4}$ inch ceramic tile with a shear strength of more than three and one-half tons per tile.

After 7 days water immersion, CTA 11 held $4\frac{1}{4}$ by $4\frac{1}{4}$ inch ceramic tile with a shear strength of more than three quarters of a ton per tile.

What's more, rubber-based CTA 11 handles easily and will hold tile in ceiling installations. It's not water soluble. It resists mold growth and is stable in storage.

Can any other ceramic tile adhesive offer you such dependable performance, along with all the cost-cutting ease and speed of "thin bed" setting?

On your next job use CTA 11. For similar advantages in setting ceramic floor tile, use CTA 12 by 3M. Both are available at your local tile distributors'.

Get full information and free literature on CTA 11 and CTA 12 fast! Fill out and send the coupon below right now!



ADHESIVES AND COATINGS DIVISION • MINNESOTA MINING AND MANUFACTURING COMPANY

417 PIQUETTE AVE., DETROIT 2, MICH. GENERAL SALES OFFICES: ST. PAUL 6, MINN. MAKERS OF "SCOTCH"® BRAND TAPES, "SCOTCHLITE"® AND "3M"® BRAND PRODUCTS

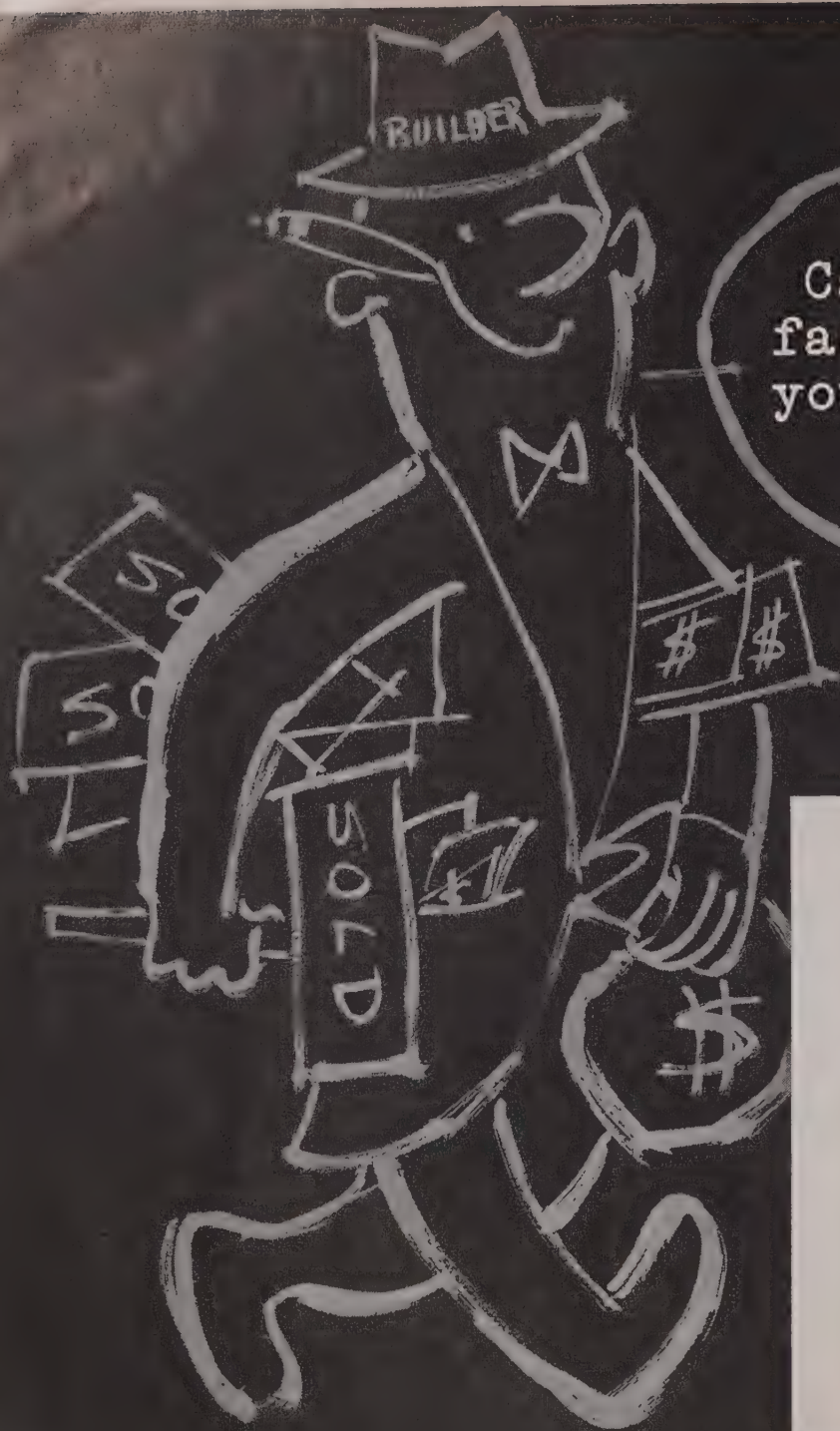
MAIL THIS COUPON NOW!



MINNESOTA MINING AND MANUFACTURING COMPANY
Adhesives and Coatings Division, Dept. 56
417 Piquette Avenue, Detroit 2, Michigan

Sirs: Mail me at once complete information on extra-durable CTA 11 and CTA 12 Ceramic Tile Adhesives.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



Can't build 'em fast enough when you add LAU Fans

That's slightly exaggerated, of course. You will find the way to build 'em faster and faster! But, kidding aside, there's nothing that adds so much sell as cool comfort at low cost . . . and Lau fans give your customers just that.

Whatever your problem might be, Lau has built a "Niteair" fan to solve it—because Lau builds a style of fan and a size of fan for every purpose (see below).

Then, too, Lau is fully staffed with air-moving engineers who will be pleased to help you with your problems of application. Why don't you call us today and let us help you with your special requirements. Wire or write today.

Ask for Catalog
LAD-825



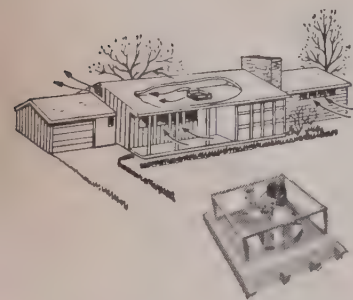
*Tomorrow's Fans
...Today!*

THE LAU BLOWER COMPANY

2007 Home Ave., Dayton 7, Ohio
• Azusa, California • In Canada:
The Lau Blower Co. of Canada, Ltd.,
Kitchener, Ontario

World's Largest Manufacturer
of Air-Conditioning Blowers

HOUSE & HOME



LAU RANCHER COOLS by drawing cool outside air *through* windows and doors *up* to its location at some conveniently central spot near the dwelling's center and *out* through attic apertures. It fits homes with low-pitched roofs. It requires no bolting down. *It is gratifyingly quiet.* Blades 22" to 42".



LAU PANEL IS A POWERHOUSE of cooling comfort. It is installed vertically. It draws air through windows and doors and expels it directly *out* of attic apertures, flooding the home with oceans of cooling breezes. Adaptable, easy to install. Quiet. Statically balanced, vibration-free. Blades 24" to 48".



LAU AUTOMATIC ATTIC RELIEF FAN moves air *through the attic*, preventing attic heat build-up (often 150°). Operates automatically by thermostat. *Ideal for use with air-conditioning system* because it reduces the load on the air-conditioning unit. Install vertically or horizontally. Quiet. Low in cost. Blades 16" only.



Discriminating Washingtonians are singing the praises of the newly erected Rittenhouse apartments, located on fashionable Northwest Sixteenth Street.

THE Rittenhouse

NEW ADDRESS OF
DISTINCTION IN THE
NATION'S CAPITAL

Here's why MODERNFOLDS were used in the beautiful new Rittenhouse apartments, according to builder Abe Pollin: "Low original cost, ease and quietness of operation, no maintenance problems, and, most important, their beautiful appearance." Space-saving MODERNFOLD doors add beauty, convenience and sales appeal to any home or apartment. Your MODERNFOLD distributor can help you with your next project. Call him; he's listed in classified telephone directories under "Doors."

The Rittenhouse is the proudest achievement of Morris Pollin & Sons, Inc. Pictured are Abe, Jack and Morris Pollin.



Every closet in the new Rittenhouse is graced with a Modernfold door. They are also used to divide kitchens from dining rooms.



NEW CASTLE PRODUCTS, INC., Dept. F20, New Castle, Indiana.
In Canada: New Castle Products, Ltd., Montreal 23. In Germany, New Castle Products, CMBH, Stuttgart. • Available in over 60 countries throughout the world.

From...

**FOR
SALE**

to...

SOLD

**because
they have...**

WESTINGHOUSE

"Just Right"

CENTRAL AIR CONDITIONING

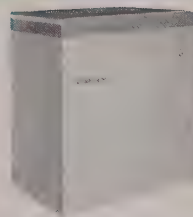
To master today's competitive market—you must offer more than 4 walls and a roof. With Westinghouse Complete Home Air Conditioning you can offer your prospects a new, better way of living . . . the one most important feature that converts prospects into home buyers.

MORE THAN COOLING! Westinghouse "Just Right" air conditioning makes it possible to give your customers a year-round atmosphere of comfortable living, better health—more fun . . . a way to reduce cleaning chores and maintenance expenses . . . increase the resale value of their house—and more. Best of all, you really give them something to brag about—automatic air conditioning that is quiet and economical.

WESTINGHOUSE MAKES IT POSSIBLE! "Just Right" air conditioning is *exclusive* with Westinghouse. Does away with wasteful "too much and too little" cooling capacity. Gives you a choice of 7

builder model air conditioning units—from 18,000 to 86,000 BTU's per hour—(other brands offer but 3 or 4). Air cooled, they need no water . . . completely factory assembled and tested, they're delivered *on site*, ready for fast installation. Designed to *add on* to Westinghouse gas or oil-fired furnaces, they can also be utilized with the ducts of any forced warm air heating system.

For complete details and specifications write to: Westinghouse Air Conditioning Division, Builders' Dept., P. O. Box 510, Staunton, Virginia, or call your nearby Westinghouse Air Conditioning Contractor.



MATCH-MASTER

7 air-cooled units for installation out of doors.



EASE-MASTER

2 air-cooled units for hide-away installation in attic, breezeway, utility room or for ceiling suspension.

Westinghouse Air Conditioning Division
Dept. 8F
P. O. Box 510
Staunton, Virginia

Please send my free copy of "Westinghouse Air Conditioning for Builders."

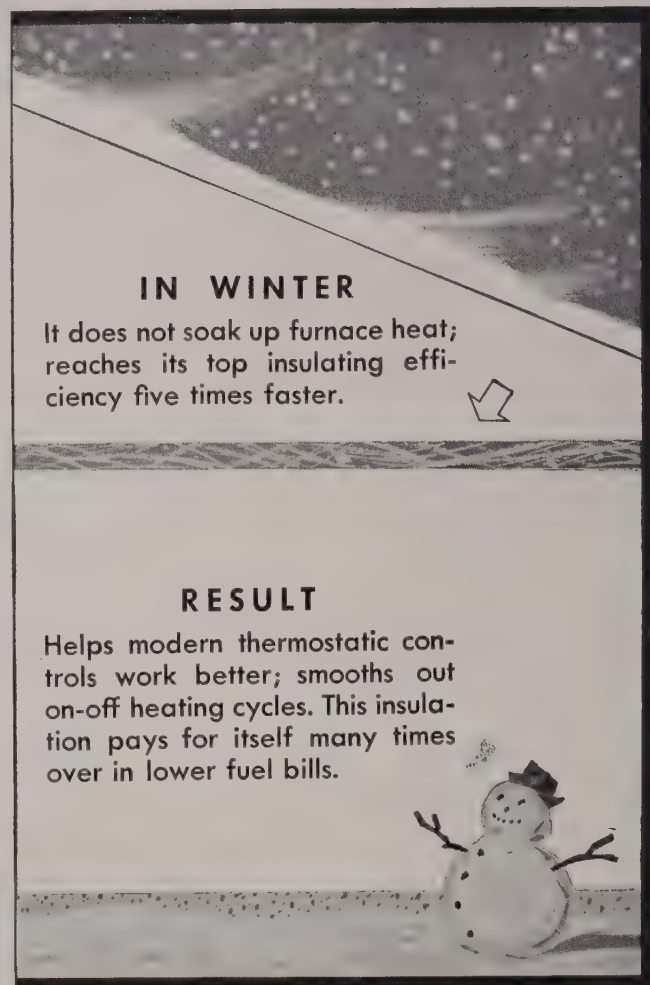
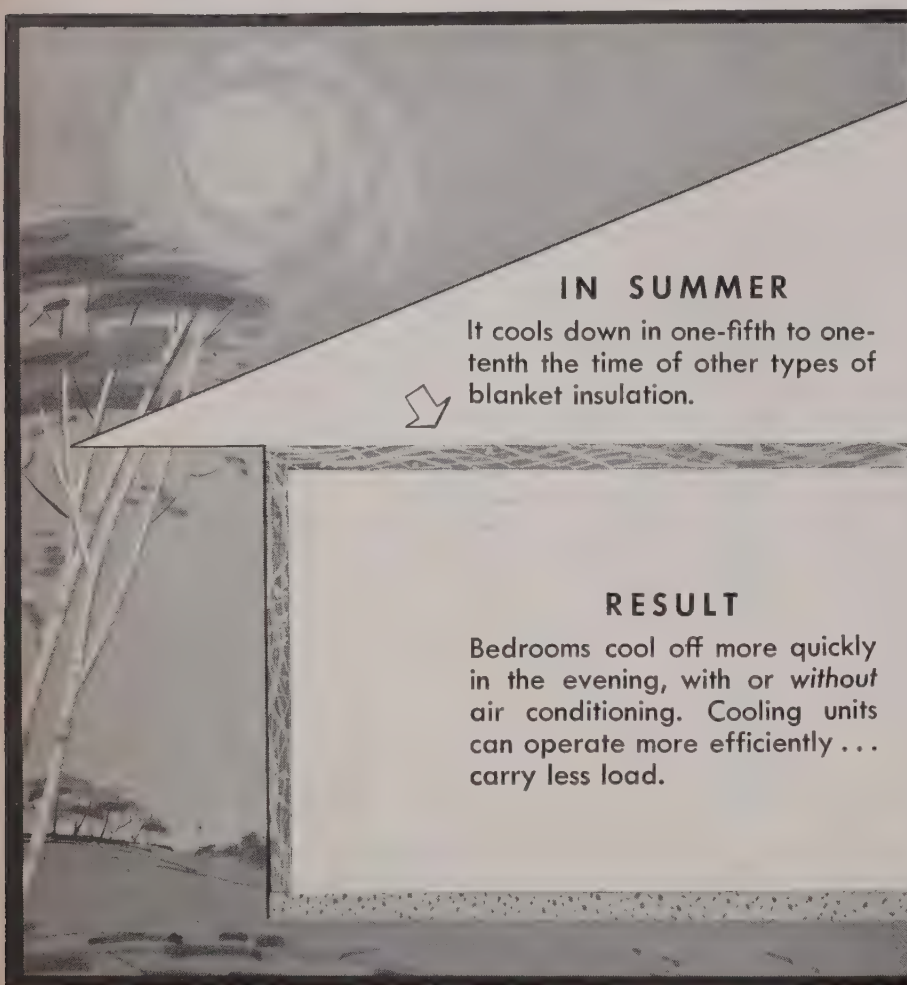
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

New kind of insulation helps homes cool off faster...cost less to heat!

L·O·F Glass Fibers' Home Insulation
is **Thermo-Sensitive**. Here's how it works:



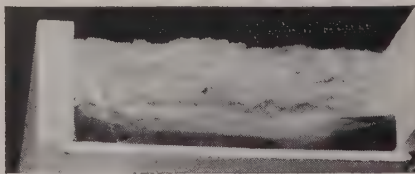
© 1957, L·O·F Glass Fibers Company

You get these exclusive home-selling advantages with L·O·F Glass Fibers' Home Insulation... and more. This lightweight, resilient blanket is pleasant to handle... stays in place for fast, one-man installation. Longer rolls are compression-packed—require less cutting, fewer joints... take less space in storage or on trucks.

Contact your nearest L·O·F Glass Fibers' Home Insulation distributor for immediate delivery on new *Thermo-Sensitive* Home Insulation in standard widths and three thicknesses. For his name, write Dept. 21-67.

HOW "SNUG FIT" CUTS HEAT LOSSES

L·O·F Glass Fibers' Home Insulation fits snugly—stays snug.

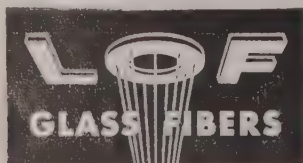


Because of its greater resiliency and lighter weight, it retains full thickness and snug fit on both sides; minimizes heat losses between framing members and edges of blanket.

Many blanket insulations slump at edges or sag between joists.



Improper fit reduces efficiency; wastes heating and cooling dollars.



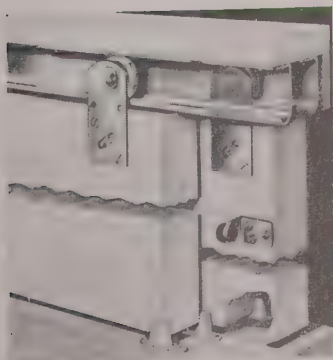
L·O·F GLASS FIBERS COMPANY • TOLEDO 1, OHIO

National

SLIDING DOOR HARDWARE *Designed for smart interiors*

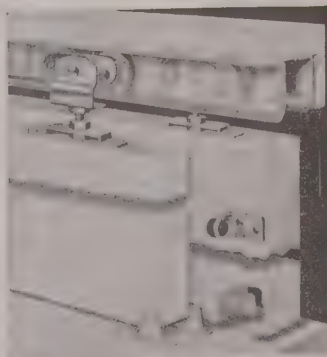
The modern space saving innovation for bypassing doors, or doors that slide into their own recessed pockets.

- ▼ Hangers have large 1 3/4 inch diameter wheels of Nylon—never need lubrication.
- ▼ Hangers are made in two styles. Single wheel and a two wheel design with distinctive adjustment features.
- ▼ A specially designed rail made in 44, 56, 60, 68, and 92 inch lengths, provides a rigid track for the smooth gliding hanger wheels.
- ▼ Both hangers and rail serve every thickness of door. Special floor guides, bumpers and pulls are available to coordinate the friction-free operating efficiency of this hardware.



No. 182 Single Wheel Hanger

This is the non-adjustable type except for the slotted mounting screw which allows for simple adjustment. Same large 1 3/4" diameter Nylon wheel rolls freely on solid axle, as the No. 185 style.



No. 185 Two Wheel Hanger

Large 1 3/4" diameter Nylon wheels with solid rivet and weight of doors equally distributed over the whole axle — wheels require no lubrication and resist wear. These large-size wheels account for smooth gliding action.

National
★ MANUFACTURING
★ COMPANY

★ Sterling, Illinois ★

MOE LIGHT SETS THE FIXTURE TRENDS

dramatic new fixtures

The stunningly new Moe Light fixtures can give your model homes the "something extra" that softens prospects' sales resistance . . . both day and night! They're designed to appeal to today's woman's sense of style and fashion—and the broad range of prices fills the bill for every building budget.

(A) M-1447 . . . retail \$39.95*

(B) M-1429 . . . retail \$37.95*

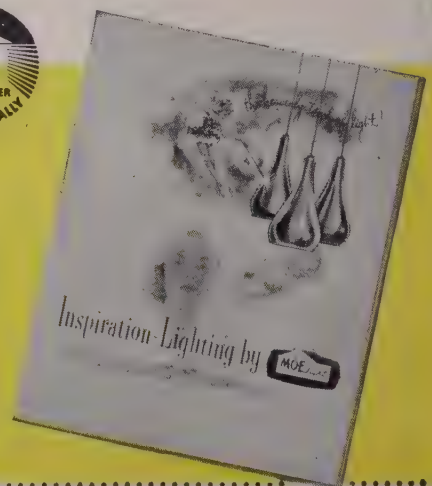
(C) M-1491 . . . retail \$29.95*

**Prices slightly higher Denver and west.*

glamorous new catalog

Loaded with new INSPIRATION-LIGHTING ideas that you can adapt to your model homes. Completely new in concept and design—shows hundreds of colorful new fixtures, dozens of full color room scenes!

See your Electrical Contractor or send for your FREE copy:



Send me my free 56-page, full color 1957 Moe Light Inspiration-Lighting Catalog with ideas on how to sell my homes easier.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

THOMAS INDUSTRIES INC.

Originators of



Inspiration-Lighting

Executive offices: 410 S. Third Street, Louisville 2, Ky., Dept. HH-6

Factories at: Ft. Atkinson and Sheboygan, Wis.; Hopkinsville and Princeton, Ky.; Los Angeles 22, Cal.; Ft. Smith, Ark.

AGAIN!



the heavenly touch of light

...dramatizes Inspiration-Lighting





WINDSOR

the kitchen with

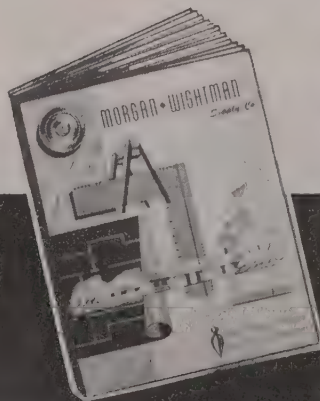
SALES APPEAL

*We also have a complete
line of Hotpoint
Custom Appliances*

- DISHWASHERS
- DISPOSALS
- COOKING TOPS
- OVENS
- REFRIGERATORS
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- and LAUNDRY

- over 150 standard cabinets to fit your every kitchen need
- select red birch — beech rails
- semi-concealed hinges
- brushed copper hardware
- no face nailing
- two coats of baked-on lacquer
- formica tops of any shape or any color

For further information on Windsor Kitchens send for our latest catalog. 156 pages filled with everything you need in building materials! Please write on your company letterhead or supply information as to your connection with the building trade.



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No Cost — No Obligation

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1541 Salzman Ave., St. Louis 20, Mo.

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COMPANY _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

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FARLEY & LOETSCHER

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WOODWORK®

Since 1875... Complete Millwork Service

Qualitybilt
Kitchens of
Incomparable
Birch Wood



Exclusive
Narrow Mullion
Wood Casements

IT COSTS NO MORE

to Install the Finest

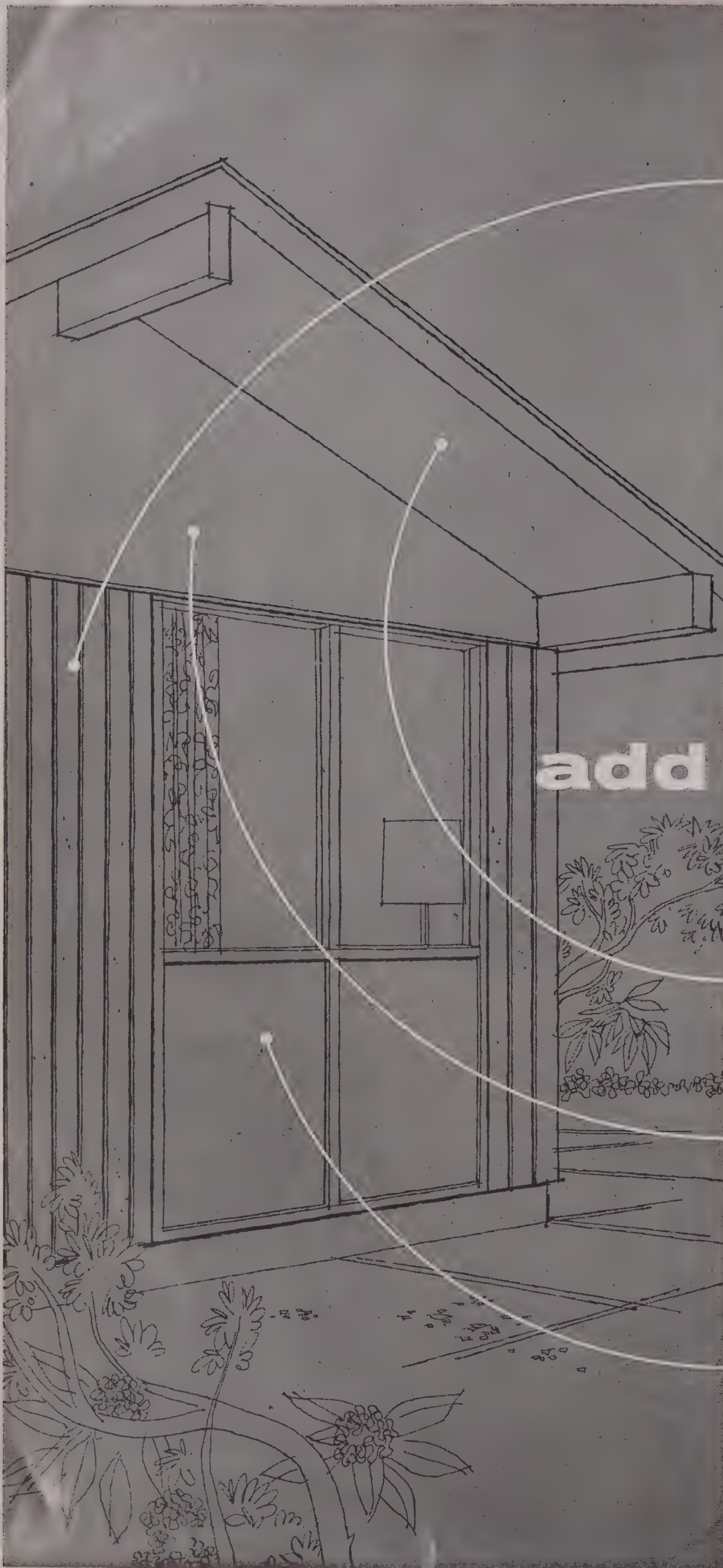
Since 1875 the QUALITYBILT name has been synonymous with sales-stimulating "extras" . . . such as featured in these dramatic Birch Kitchen Units. Created from the matchless beauty of fine wood with incomparable craftsmanship, these smart Kitchens are precision-machined for fast, easy assembly . . . feature 1-1/16" thick warp-resistant doors, sleek, modern hardware, and a host of other distinctive features!

QUALITYBILT Wood Casements . . . the ultimate in streamlined, slenderized beauty, add charm and durability to any home with their slim, modern mullions, toxic-treated wood parts! Select from a wide range of sizes and types. Write today for our fact-filled catalogs and name of your nearest QUALITYBILT distributor!



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Manufacturing Company • DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS • STORM SASH • GARAGE DOORS • MOULDINGS
INTERIOR TRIM • SASH • BLINDS • LOUVERS • KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • LAMINATED PLASTICS



Siding

Fir plywood siding makes sense in today's competitive market. It goes up from a third to half again faster than other materials. Saves on time and labor. It can be applied directly to studding, completely eliminating sheathing costs. It's good looking, too. Exterior plywood siding gives your homes real sales appeal. And because it has design flexibility, and comes in smooth or textured panels, you can use plywood many ways on houses in the same development and still avoid that "peas in a pod" look.

VISIBLE VALUE

Soffits

Smooth, flat Exterior plywood soffits present attractive flush surface, unmarred by detracting cracks and joints.

Gable Ends

Smooth or textured Exterior plywood gable ends are good to look at. Because your men work with a few big sheets rather than cutting and fitting many smaller pieces, big plywood panels mean a net saving in construction costs.

Accent Panels

Use brightly painted smooth or textured plywood panels to provide striking contrast with basic siding. Ideal for "panelized" effects around windows, doors, etc.

Texture One-Eleven® Exterior plywood has pleasing vertical shadow-line pattern created by deep parallel grooves. Slightly rough surface texture is enhanced by weathering.



"Board and Batten" siding is easily achieved by applying Exterior fir plywood vertically and covering with moldings.



Wide-lapped siding made by ripping panels in half or thirds has unusual "scale". Use standard PlyShield grade or, for smoother, more durable paint finishes, overlaid plywood.



with Exterior Fir Plywood

all around the house, fir plywood helps you build better at lower cost



Use Exterior fir plywood for single wall carport construction. Panels add bracing strength.



Exterior plywood outdoor storage units make up for lack of storage in homes without garages.



Exterior plywood patio fences are real assets in selling outdoor-living-conscious prospects.

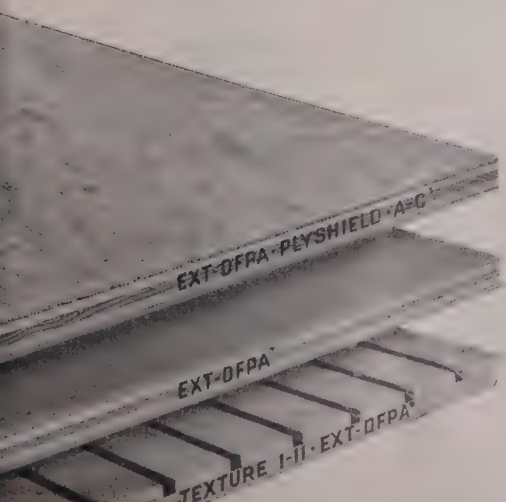


Use fir plywood for secondary buildings like this smart pool-side cabana, outdoor living rooms, etc.

For all outdoor construction, specify *EXT-DFPA® Exterior Plywood*:

1. Standard *PlyShield®* grade for soffits, gable ends, low-cost siding;
2. *Overlaid Exterior Plywood* (fused resin-fiber surfaces) for finest paint base, check-free finishes; 3. *Texture One-Eleven®* "grooved" panels.

Write for free **PLYWOOD CONSTRUCTION PORTFOLIO**,
(USA only) Douglas Fir Plywood Association, Tacoma 2, Washington



Fir Plywood

means quality construction



“Tell her to touch us. That’s how to sell prospective home buyers on us B. F. Goodrich Rubber Floor Tiles. She’ll know right away why we say, ‘we clean as easily as a plate!’ We offer all the beauty, the quiet and comfort of rubber, plus a *super-dense* surface, so smooth, so free from dirt-catching pores that dirt slides right off us. Tell her we’re available in 26 Colorscope colors. Then tell *him* we’ll last as long as the house. And remind him that the name B. F. Goodrich is first in rubber.”

Available in $\frac{1}{8}$ ", $\frac{3}{16}$ " and .080 gage thicknesses, can be used on or above grade.

FOR FURTHER INFORMATION and free 1957 color guide write B. F. Goodrich Flooring Co., a division of The B. F. Goodrich Company, Dept. HH-6, Watertown 72, Mass.



B.F. Goodrich RUBBER FLOOR TILE

New "Agatine" Tile • Koroseal Tile • Asphalt Tile • Rubber Cove Base • Stair Treads • Accessories



you know you're right when you specify by **DFPA**^{*} grade-trademarks

**factory-inspected,
laboratory-tested**

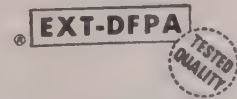
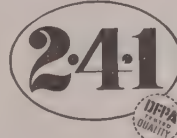
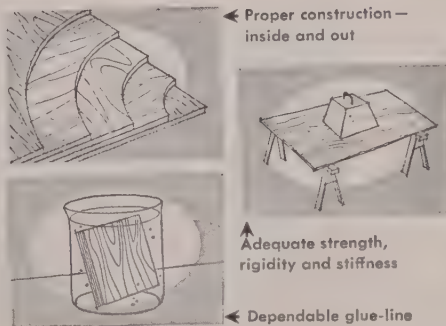
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

**right grade, right
quality for every job**

DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

Be sure you can tell the difference.

Send for the DFPA Quality Story—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)



^{*}DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.

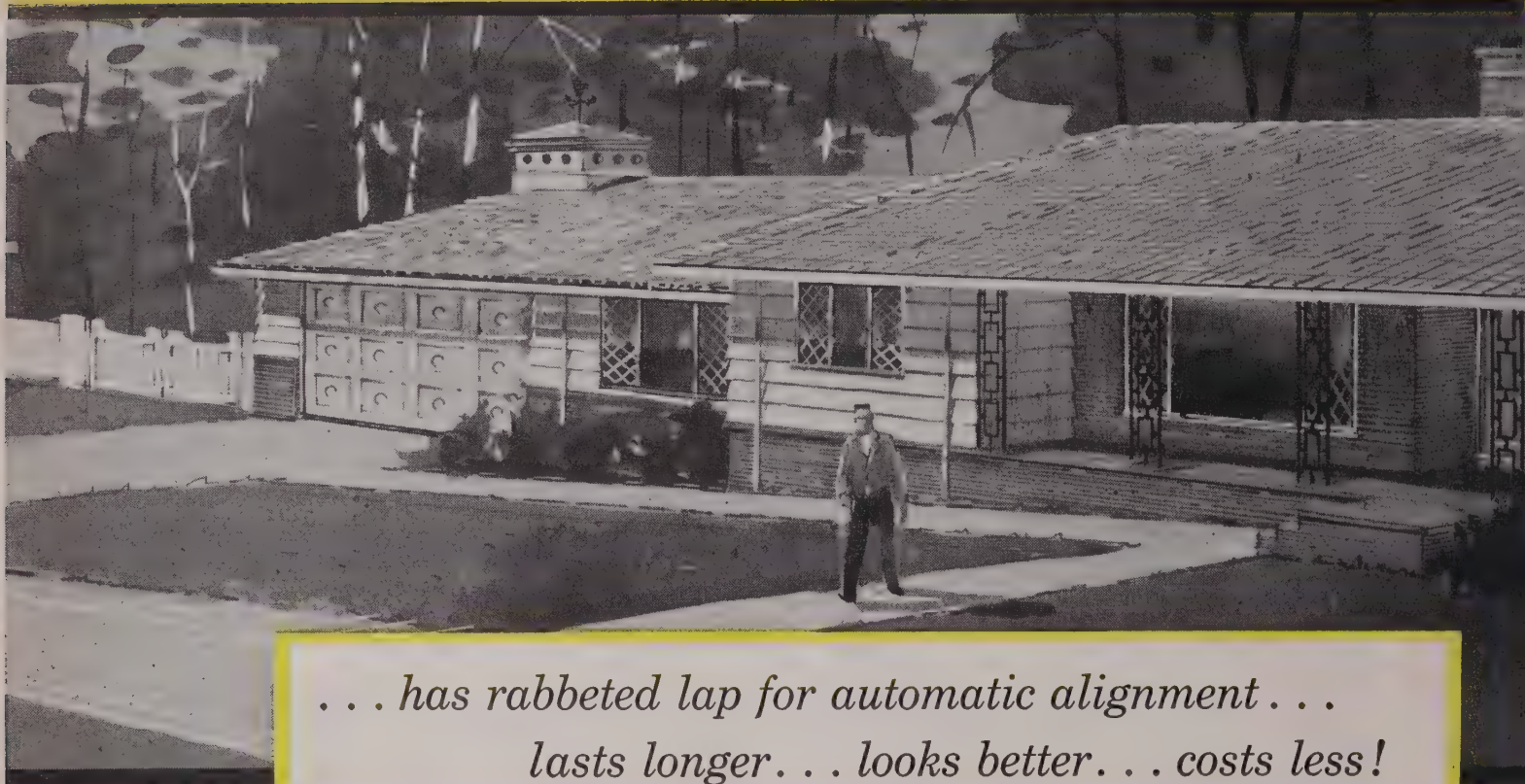


DFPA grade-trademarks
mean quality

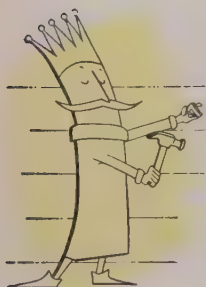
Fir Plywood

NOW! HARBORITE

Harborite is the miracle overlaid fir plywood



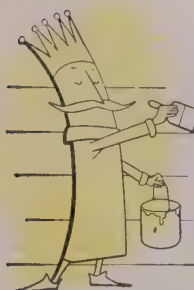
*... has rabbeted lap for automatic alignment ...
lasts longer ... looks better ... costs less!*



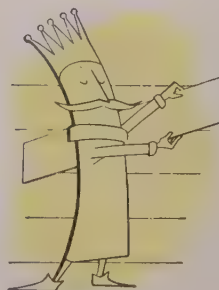
EASY WORKING! Harborite Beveled Siding is easier to apply ... easier to work with standard tools. No furring strips, wedges or shims are required. No chalklining or measuring is needed ... the rabbeted lap provides automatic alignment. Nailing and caulking are easier. Joints are smooth and weathertight.



LOWER COST! Ease of handling, working and painting greatly reduces precious man-hours ... slashes time and costs! No waste effort or material. It's re-humidified ... shrinkage and warpage reduced to an absolute minimum! Maintenance costs cut, too ... the hard surface wears far longer than ordinary sidings!



EASY PAINTING! Harborite Beveled Siding has a super-smooth overlaid face ... paint goes on easier, lasts longer, looks better. Harborite Beveled Siding is completely Resin-Sealed. Overlay eliminates checking ... minimizes grain raise!



EASY HANDLING! Harborite Beveled Siding is light weight. One man can apply it quickly, accurately. Easy to fit around all openings. It's packed in sturdy, easy-to-handle cartons. 14 pieces, 12" x 96" to the carton ... net coverage 105 square feet.

Available at your lumber dealer

© 1957 Harbor Plywood Corporation

Sales offices and warehouse stock in ABERDEEN • ATLANTA • CHICAGO • CINCINNATI • DALLAS • HOUSTON • INDIANAPOLIS • JACKSONVILLE

BEVELED SIDING!...

super-resistant to wear, weather and water!



HARBORITE®

the building product of 1001 uses!



"The house that we have just completed owned by Torai Neishi and designed by Guy L. Rosebrook, Architect, specified the use of Harborite Beveled Siding.

Our labor, painting and material cost was reduced by at least thirty percent.

In our opinion, no siding has the quality appearance after painting that this material has."

Harold C. Frerichs
FRERICHS & TOMLINSON
Oakland, California

Harborite is also available in standard 4' x 8' panels, and over-size panels

on special order. Overlay on one or both sides. Two grades:

Special HARBORITE (C grade core) and HARBORITE Super-Grade (Solid wood core).

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PLYWOOD CORPORATION

Aberdeen
Washington

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Soffits... Gable Ends
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Flooring... Partitions
Cabinets... Built-ins
House, Garage Doors
Fence Panels... Work Sheds
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Flat Siding... Concrete Forms
Board/Bat Siding... Others

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COUPON
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HARBOR PLYWOOD CORPORATION
Aberdeen, Washington

I want to know all about (check one, two or all):

☐ HARBORITE Beveled Siding
☐ HARBORITE ☐ Sample of Beveled Siding

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

LOS ANGELES • SAN FRANCISCO • SEATTLE • TAMPA • other major cities See yellow section of phone book under "Harborite" or "Harbor Plywood"



Electric heating provides room-by-room temperature control for them



...brings buyer after buyer to you!



Room-by-room control of heating is the kind of sales feature that attracts today's home buyers. It enables them to have extra warmth for bathrooms or nursery... comfortably cool bedrooms... "just-right" temperatures for living room relaxation... in short, *any* temperature pattern that *any* family could want.

With G-E electric heating you can provide this outstanding sales feature at surprisingly low installed cost! A separate heating wire unit and wall thermostat for each room eliminates furnace, fuel tank, chimney, pipes, ducts, radiators or convectors. The wire units are completely hidden... imbedded in plaster or dry-wall ceilings, where they take up no usable

space. The homeowner gets clean, silent, draftless heat, radiated evenly from above... with little temperature variation from floor to ceiling. And all these extra home-selling features can be yours at lower installed cost.

The homeowner will benefit from the long term advantages of dependable G-E *electric* heating, too... for it eliminates fuel supply worries and annual servicing contracts.

Put G-E electric heating to work selling *your* new houses! Call your G-E electric heating installer or electrical contractor for additional data, including the cost of installing and operating electrically heated homes in your area. Or Write: Wiring Device Dept., General Electric Company, Providence 7, R. I.

Progress Is Our Most Important Product

GENERAL ELECTRIC

THE CEILING: FORESTONE

Most families today need relief from nerve-jangling household noise. Homes are much noisier today than in the past. Larger families, hobby activities and more frequent entertaining, more noisy appliances, smaller rooms, floor plans that are more open—all add up to a conscious desire for sound-control in the minds of thousands of husbands and wives. They talk about it, and wonder what they can do about it!

Simpson Forestone can help you sell more homes by capitalizing on this conscious need for home sound-control. Forestone is the first economical sound-conditioning material ever developed especially for home use. It absorbs up to 70% of the interior noise that hits it, and its fissured, decorator-styled texture adds a restful, luxurious appearance to every room where it's installed. Forestone quiets rooms—beautifully!

Today's home market is a rough, competitive one. Perhaps Forestone sound-conditioning is what you need to increase your sales. Why don't you look into it today?

Quiet rooms sell homes

Use Forestone Because:

- Effective sound-control.
- Beautiful texture; no mechanical, perforated look.
- Low in cost, economical to install; your own men can do it.
- National distribution through certified Simpson acoustical contractors and lumber dealers.
- Excellent for commercial and institutional use; comes in a variety of shapes and sizes.
- Backed by national consumer advertising in "Saturday Evening Post," "Better Homes & Gardens" and "Sunset."

Write today for complete information on Forestone: Simpson Logging Company, 1008 White Building, Seattle, Washington

**SIMPSON LOGGING COMPANY
SHELTON, WASHINGTON**

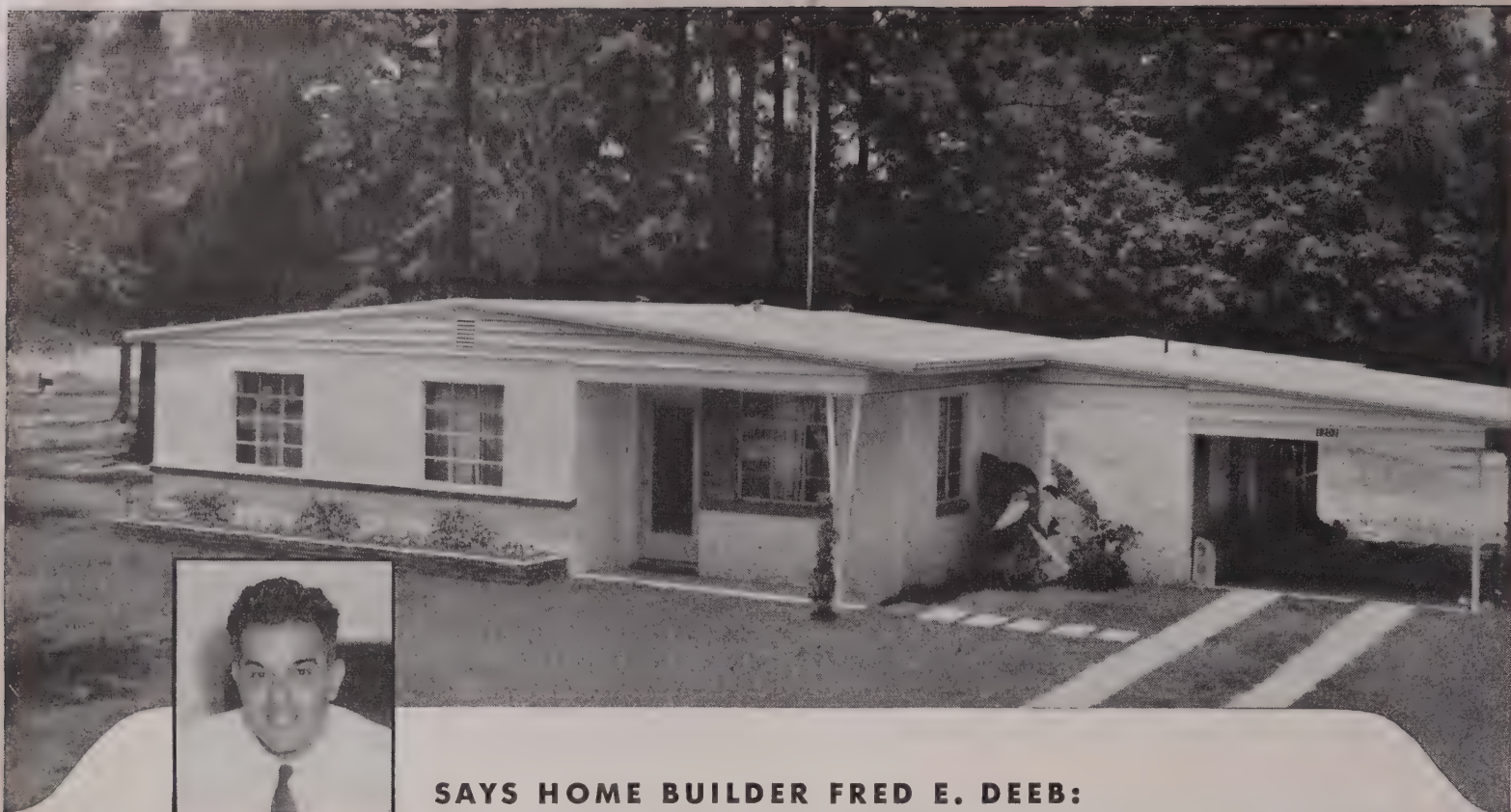


This is the 9/16" x 12" x 24" flanged, tongue and groove Forestone being stapled into place. It may also be nailed or cemented. Your own men can do it—easily and economically!



**Simpson
Forestone.**

FISSURED WOODFIBER ACOUSTICAL TILE



SAYS HOME BUILDER FRED E. DEEB:

"Concrete Masonry is most satisfactory material"

The Deeb Construction Company of Valdosta, Ga., has built and sold almost one hundred concrete masonry homes in its development, "Greenwood Estates." Their houses range from 900 to 1200 sq. ft. (excluding store-room and carport). Most have three bedrooms, one or two baths and are priced from \$10,400 to \$14,900. Says builder Deeb:

"When we first decided to build concrete masonry homes in Valdosta, many people warned us that such houses would not sell in this area. Our experience has been entirely to the contrary. We have received nothing but favorable comment and we have been more than pleased with the commitments that we have received.

"As a result of this experience, we have built 25 homes in Waycross and are presently building 57 homes in Warner Robins, Ga. In both locations, our faith in concrete masonry homes has been more than justified by their fine acceptance and sales.

"When we sell one of our concrete masonry homes, we know it will require a minimum of maintenance. This is a major selling point in areas like ours where termites are a serious problem. We have also found that with concrete masonry homes, the number of call-backs and the cost of making minor repairs and adjustments during the first year have dropped to a minimum. A coat of paint will restore the home like new.

"All in all, we feel that concrete block is the most satisfactory and economical building material, both from the buyer's and the builder's standpoint."

Take advantage of concrete masonry's exceptional added sales power to build extra house sales for you.

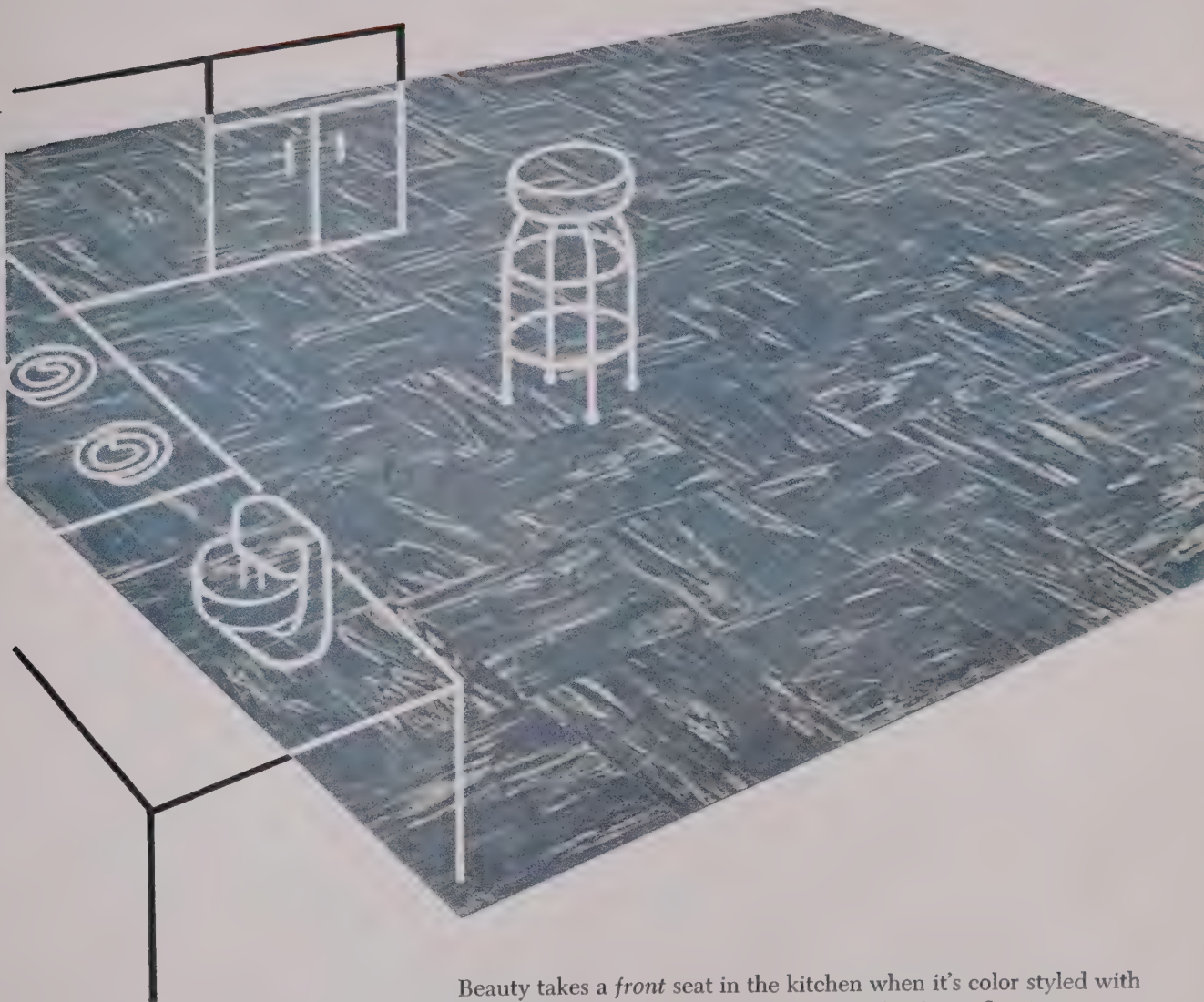
PORTLAND CEMENT ASSOCIATION

33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



Vina-Lux[®] Gives Living Room Beauty to Kitchen Floors



Beauty takes a *front* seat in the kitchen when it's color styled with Vina-Lux vinyl-asbestos tile. This versatile plastic flooring is a favorite with interior designers because of its many new, soft, *usable* colors.

And Vina-Lux is one of the most practical and comfortable floors made for *any* kitchen. Resilient for underfoot comfort, non-slip and so smooth-surfaced it requires no waxing. So soundly formulated it can't be harmed by heavy traffic, by greases, oils or household products. So tightly-textured it makes cleaning quick and easy. Let Vina-Lux inspire you to new kitchen color schemes — write for complete information and color chart.

Pattern shown: Riviera



AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.

532C Frost Bank Building • San Antonio, Texas • Makers of Vina-Lux • Azrock • Duraco • Azphlex



america's most exciting *Cinderella* HOMES



These are the original Cinderella Homes that you have read so much about in every trade publication in the building industry.

WHY... *have so many of the nation's top builders purchased the Cinderella Homes Franchise Plan?*



Because many builders have hired outstanding designers, color consultants, cost reducing specialists, merchandisers, and advertising men and ended up with a house that the buying public simply did not buy.

The Cinderella Plan is a comprehensive **PROVEN** sales success formula, and cost the builder-developer less than hiring his own specialists.

Some of the well known builders who have purchased the Cinderella Homes Franchise Plan:

W. P. Atkinson Lumber Co.	Thomas Companies
Pardee-Phillips	Olin & Lewis
Charles A. Russell Dev. Co.	Pacific Hills Corp.
Myers Bros. Const. Co.	The Westbury Co.
Roven & Spiegel Const. Co.	Surety Development Co.
	Heck Land Company, Inc.

***THE CINDERELLA HOMES** method of construction satisfies the provisions contained in the "Uniform Code" in accordance with details of construction plans on file at Conference Headquarters.

*Research Recommendation Report #650

homes now available under . . .

FRANCHISE PLAN

allows one builder per community to make capital of the most talked-about homes in the nation!



17 superbly designed exteriors . . .

Flexibility of design, created to meet the needs and tastes of various sections of the country.

Precedent shattering new purchasing plan that slashes building costs!

VANDRUFF HOMES, INC. provides you with all this and more:

Set of complete plans for 17 homes . . . Specifications for complete interior and exterior color schemes of current Cinderella models

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TILE—Mfgs. stock numbers, names, addresses . . . FORMICA—Mfgs. stock numbers, names, addresses

HARDWOOD PANELING—Mfgs. stock numbers, names, addresses . . . WALLPAPER—Mfgs. stock numbers, names, addresses

ELECTRICAL FIXTURES—Mfgs. stock numbers, names, addresses . . . Tract layout of Tract #2228

Sample tract plot plans on Tract #2228 . . . LUMBER lists on 17 plans and elevations

PAPER patterns for all exterior mill work . . . SASH, door and frame lists for 17 plans

HARDWARE lists—rough and finished . . . LANDSCAPE architectural blueprint for models of Tract #2228

Complete cost breakdown, including cost breakdown sheet forms for direct construction

Charts of accounts on complete accounting system . . . Contract form for homes sales and loan processing work

Waterfall blueprint for model . . . Subcontract agreement forms . . . Miscellaneous helpful information

Complete set of 17 Color Photo Transparencies in 3rd Dimension

Complete set of 17 Color Renderings and Floor Plans . . . Complete Series of Newspaper Ad Mats and Proofs

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WIRE for complete franchise details, encompassing all phases of building, merchandising and promotion

VANDRUFF HOMES, INC.

8021 East Rome Ave., Anaheim, California

NOTE: all exterior designs and floor plans have been copyrighted, 1956, by Vandruff Homes, Inc., Anaheim, Calif.

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HAVE CONTRIBUTED GREATLY
TO THE SWEEPING SUCCESS OF
CINDERELLA HOMES:

Heating, Air Conditioning &
Gas Water Heaters, by

DAY & NIGHT
MANUFACTURING COMPANY

Custom Built Cabinets, by
ANDERSON CABINET CORP.

Customized Wallpapers, by
SWANSON PAINT & WALLPAPER

Built-in Gas Ranges and Ovens, by
O'KEEFE & MERRITT CO.

Cabinet Tops of Beautiful
Fully Formed FORMICA

Electric Bathroom Heaters, by
MARKEL ELECTRIC PRODUCTS, INC.

Locks and Custom Hardware, by
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ROUNDUP

FHA-VA mortgage prices steady as money stays tight

Money will remain tight this year. Economists now predict demand for long term investment funds will be even higher than last year. Home mortgages may get a bigger share of money available. But there is little chance of any more decline in FHA and VA discounts until later in the year—if then (see p. 40). HOUSE & HOME's monthly check of 12 major cities shows both VA and FHA quotations firm with little sign of change. One sour note for home building: savings bankers estimate they will invest less in home mortgages this year (see p. 41).

Ike aides back S&L plan for 90% conventional mortgages

Support is growing at top levels of the administration for the new mortgage insurance scheme urged by the US Savings & Loan League to permit 90% conventional loans (H&H, May, p. 158). Some White House aides who are influential enough to help shape the nation's economic policy have said privately they favor the plan. The League staged a top drawer meeting in Washington's Hotel Statler last month to drum up support, found almost every element of the industry except mortgage and savings bankers enthusiastic.

The big significance of the S&L proposal is that it permits lower down payments but calls for neither government liability nor financial aid. Thus it would take a sharp turn away from the drift of government housing programs toward more and more federal spending or contingent subsidy to help housing—which involve more and more bureaucratic control of the industry. The plan calls for Congress to authorize a privately financed Home Loan Guarantee Corp. under the Home Loan Bank Board. The corporation would insure the top 20% of conventional loans up to 90% of appraised value—which means lenders would be co-insurers and could not wash their hands of bad deals, as under VA and FHA.

Whether the corporation should pay off in cash or debentures is still under study. One item vital to making the setup work, say S&L men, is uncontrolled interest rates. If Congress sets any mortgage interest limits, the whole idea is dead.

NAHB renames its 1 to 20 builder committee

The misnamed 1 to 20 Builder committee of NAHB has finally got a new and more appropriate tag: the Small Volume Builders committee. NAHB directors voted the change at their spring meeting in Washington acknowledging 1) that there are few if any one or two or three house builders in NAHB and 2) that many builders of up to 50 houses a year have been active in the old 1 to 20 group.

Directors also reactivated the building codes committee to promote standardization of building codes and changes in outmoded and inadequate codes. Under chairmanship of hard-driving Ernie Zerble of Mason City, Ia. the committee held its first meeting in May, recommended promptly that NAHB prepare a motion picture and information kits to enable local builder chapters to present their arguments for code revision to local officials.

VA follows FHA's lead, boost sales cost allowances

VA has told its field offices to recognize the higher cost of selling today's house in fixing certificates of reasonable value. Like FHA, which took the same step a month ago (May, Roundup), VA will have its field offices make fresh surveys to see what it now costs builders to sell a house. But a VA spokesman in Washington cautions: "We don't anticipate that the fee recognized will be the going rate. It will be less than 5%." For more news of FHA regulations, see p. 84.

For the helicopter commuting age: more suburban planning?

Public sentiment is on the upsurge for much more regional planning—sterner measures to harness the aimless sprawl of suburbia. You can spot more and more signs of it all the time. Results—some years away still—could affect homebuilding drastically. Architects were stirred up about bad housing and planning at their centennial convention (p. 64). HHF Administrator Cole has offered to call a top-level conference to devise ways to persuade local and state authorities to use more experts to control suburban growth, which he predicts will get a big shot in the arm over the next 20 years from new federal highways and commuting by helicopter. The Port of New York Authority estimates whirlybird passengers in its area will increase from 300,000 in 1955 to 6,372,000 (mostly commuters) by 1975.

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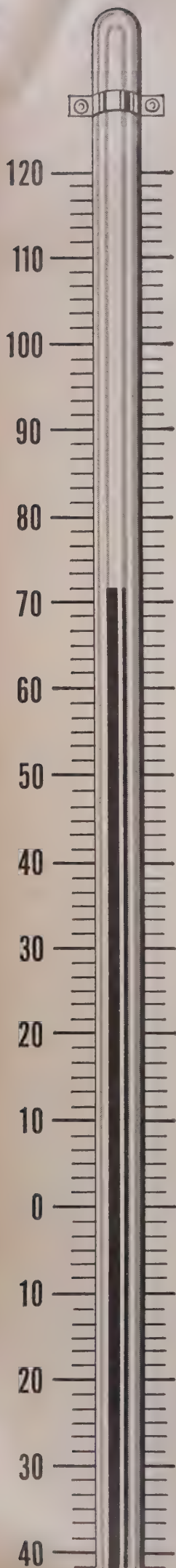
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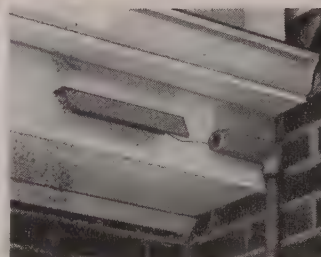
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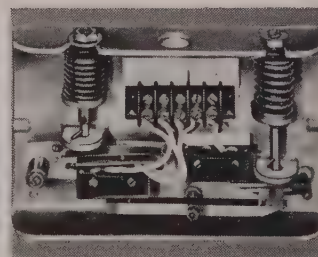


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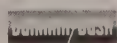
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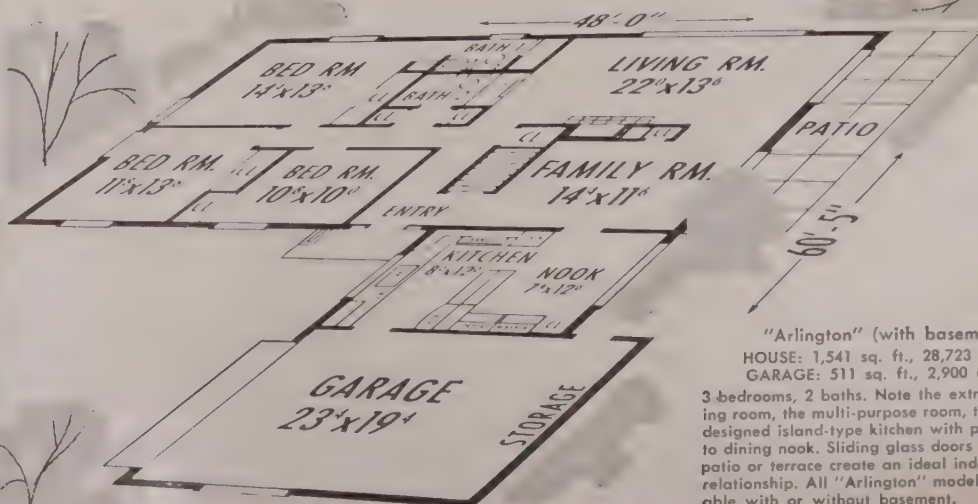
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DISTINCTIVE DETAILING



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3 bedrooms, 2 baths. Note the extra large living room, the multi-purpose room, the carefully designed island-type kitchen with pass through to dining nook. Sliding glass doors overlooking patio or terrace create an ideal indoor-outdoor relationship. All "Arlington" models are available with or without basement.

MORTGAGE MARKET:

Drop in discounts slows; expert sees new money pinch if FHA cuts terms

Will Congress' anticipated cut of FHA down payments bring a new and worse mortgage pinch?

One man who thinks so is Robert Irving, executive vice president of W. A. Clarke Mortgage Co. of Philadelphia. Irving expects FHA down payments to be sliced almost to the VA level for middle-priced homes. The resulting spurt in sales, he forecasts, "will make the mortgage market tighten up worse than anything so far this year." Most other mortgage men disagree. But top men at W. A. Clarke have often called a turn in the face of contrary opinions.

More money, but at the same prices, is what most mortgage bankers are predicting—for at least the next several months.

William T. Doyle, vice president of Jay F. Zook & Co. of Cleveland, spent a full day huddled with nine of his principal investors, concluded: "Lenders are talking in terms of a 5% yield after servicing. They think any investment they make should produce around that much this year."

VAs still sell at 91 to 93 in most markets, but volume is shrinking so fast that some mortgage men foresee the end of VAs in three months. Savings banks (and a few S&Ls) are the main buyers. Most insurance companies spurn such high discounts. But they are showing more interest in FHAs. These are stabilized at 97 to 98 in most cities, 99-to-par in the big eastern markets (with a point premium in Boston). There were only minor price shifts reported in May in the 12 areas checked by HOUSE & HOME—none more than ½ point. Life insurance companies are giving futures on FHA 5s but volume still remains low. One good reason: S&Ls in high-cost cities like Chicago and Cleveland are giving conventional terms as easy as FHA terms—without the red tape.

Overall, money will apparently remain tight this year—dooming any real hope builders had for a big drop in discounts.

Federal Reserve and Treasury officials indicate they will continue their tight money policy. (The Treasury, itself, recently had to pay 3½ and 3⅝% on short term notes—highest rate since 1933 for its own short term financing.)

Business demand for term funds will be even higher this year than in 1956, according to Dr. Roy L. Reiersen, economist for New York's Bankers Trust Co. Reiersen predicts the rate of savings in mutual savings banks and S&Ls will be down this year. The savings gainers: life insurance companies, pension funds and commercial banks.

Savings banks lure mortgage money from pension funds by trust-note plan

New York savings banks have scored a major breakthrough at getting private pension funds to invest in FHA and VA mortgages.

They have turned to an old scheme to do it: pension funds never really own mortgages they nominally buy, instead they get callable collateral trust notes in the same amount with the mortgages pledged as security.

The plan overcomes three objections pension fund trustees have raised to investment in out-of-state FHA and VA mortgages: 1) ownership of liens on out-of-state property involves legal and tax complexities; 2) locating many small mortgages in many areas to get geographical dispersion of investment is hard, and 3) outright mortgage ownership may make pensioners feel they must personally inspect the property first.

The plan is being administered by Institutional Securities Corp., bank-owned firm which has acquired \$265 million in out-of-state FHAs and VAs for 64 savings banks over the past 24 years.

First deal has already been made with the pension funds administered by J. P. Morgan Bank. Institutional Securities, through a wholly owned and managed subsidiary, Instlec Corp Inc., is buying \$515,000 in 4½% VA mortgages from the Glendale Federal S&L of Los Angeles at 92. The S&L retains servicing for ¾%. Instlec Corp charges ¼% trustee fee, gets ½ point on sale of the collateral notes as broker and remains mortgagee of record.

Morgan pays 92½ for the collateral notes, which carry a net interest rate of 3¾%. Yield figured on a 10-year basis is 4.9%. The notes are to be distributed among several pension funds.

Morgan trustees want five more lots of \$500,000 each, if yield is adequate. R. E. Pratt, president of Institutional, estimates yield will not go below 4.4% in the present market.

MORTGAGE BRIEFS

Dividend rates increased

Four New York savings banks have increased their dividend rates from 3 to 3¼%. Many others are expected to do so at mid-year. The move puts savings bank mortgage departments under more pressure than ever to buy out-of-state FHAs and VAs with high yields (i.e., at big discounts).

Dime, Williamsburg, Brooklyn and East New York Savings Banks raised their rates right after Gov. Averell Harriman of New York vetoed a bill which would have set a 3% limit on dividends.

The banks said the increases were based on recent earnings. There was another good reason: several big New York commercial banks had just lifted their interest rates on time accounts to 3% to woo savings that were going to mutual saving banks and S&Ls.

The bill to freeze interest ceilings at 3% was a sleeper which slipped through the legislature while New York savings banks were making their annual effort to get a new branch banking bill passed. (As usual, this failed.) Most New England and upstate New York savings bankers have indicated they probably will not go beyond a 3% dividend rate. S&Ls in the East and Midwest are generally holding to a 3% level.

In the West, the trend is still up. Most big San Francisco S&Ls, paying 3½% now, are expected to move up to 4% at midyear. Four S&Ls there raised dividends to 4% earlier this year.

Unions buy more mortgages

More union pension, health and welfare funds are buying FHA and VA mortgages. Items:

- David Dubinsky's International Ladies Garment Workers Union has upped its planned investment in FHAs and VAs to \$80 million. The union has already told Chase Manhattan Bank to buy \$20 million worth of mortgages (Feb. News). Now, it expects to authorize another \$25 million worth. It has put \$20 million into Capehart military housing projects in Little Rock, Ark. and Reno, Nev. And through the Rockefeller family's International Basic Economy Corp., the union will invest \$2.6 million in FHA mortgages in Puerto Rico.

- The International Brotherhood of Electrical Workers added \$10 million to ILGWU's \$20 million for the Little Rock and Reno Capehart projects.

- On a smaller scale, Michigan Mortgage Co. of Detroit, among the most active in the field, says it has \$2 million in commitments from unions investing in mortgages for the first time: \$200,000 from the Riggers' survivors' fund with \$800,000 more promised, \$150,000 from the Wood, Wire and Metal Lathers survivors' fund with \$850,000 more promised this year.

- A non-union fund, the retirement fund of the New York state employees, has committed to invest \$27,578,100 in an FHA mortgage for the 1,685 Capehart units to be built at Plattsburg, N. Y. Air Base. The same fund had previously committed to invest in Capehart projects at four NIKE bases in New England (May, News).

FHA trust plan outlined

A plan for mutual investment trusts, to let small lenders and individuals invest more easily in FHA mortgages has been aired by FHA Commissioner Norman P. Mason.

The trust would buy FHA mortgages and sell participation certificates in units of \$1,000 or more. Mason notes the idea is still very much in the talking stage.

Savings banks plan to slice their mortgage investment

Mutual savings banks will put less money in home mortgages this year—possibly 10 to 15% less than the \$2.1 billion they invested in 1956.

Biggest cut will be out-of-state purchases. This will hit the big growth markets of the South, Southwest and West which are most dependent on Eastern mortgage money. (Many New England and upstate New York banks have already cut off out-of-state buying. In the first quarter of the year, savings banks invested only \$355 million in mortgages—40% less than the \$587 million they invested in the first quarter of 1956.)

At their annual convention last month in Buffalo, members of the Mutual Savings Bank Assn. cited three major reasons why they are trimming mortgage buying:

1. Most savings banks have loaned up to their self imposed or legal limit on real estate (60 to 70% of assets for most banks). Since the end of World War 2 when mortgage investments were only 10 to 20% of assets, savings banks have been gradually selling long term government securities and reinvesting the money in mortgages—mostly VA and FHA. Within the past year, most banks have completed this reinvestment program, are now lending only from new savings and payoffs.

2. The rate of increase in savings is down this year. As many experts had predicted, savings banks seem to be getting a smaller



Charles J. Lyon, right, president of Hartford's Society for Savings, is the new president of the Natl. Assn. of Mutual Savings Banks. He succeeds Crawford H. Stocker Jr., center, president of the Five Cents Savings Bank of Lynn, Mass. William A. Lyon, left, chairman of the executive committee of the Dry Dock Savings Bank of New York City, is new vice president. (See People, p. 85, for a sketch of Charles J. Lyon.)

share of new savings this year while commercial banks, insurance companies and credit unions get more.

3. Yields are high in corporate and other bonds. Says a Minneapolis savings banker who has regularly bought a big volume of out-of-state mortgages: "The bond market is so attractive we prefer bonds to more FHAs and VAs."

William J. Lyon, chairman of the executive committee of New York's Dry Dock Savings Bank, agrees: "Bond investments will undoubtedly take up a larger share of assets this year."

Cutback in out-of-state investment has still another explanation: more opportunity for local investment.

Savings bankers from New England—and a smaller number from New York—say housing starts have not fallen as much in their areas as they have in the US as a whole. Says Richard Booth of Springfield, Mass.: "We're out of the out-of-state market. There is more business locally than there was last year."

Surprisingly, Booth and many other savings bankers still lend at par or at a one-point discount to local borrowers on VA terms. "We're suckers on this," Booth confesses.

continued on p. 45

MORTGAGE MARKET QUOTATIONS

(Sale to originating mortgagee, who retains servicing.)
As reported to HOUSE & HOME the week ending May 10.

FHA 5s (Sec. 203) (b)

City	Minimum down*- 30 year		Minimum down*- 25 year		25 year, 10% down	
	Imme- diate	Future	Imme- diate	Future	Imme- diate	Future
Boston local	101-par	101-par	101-par	101-par	101-par	101-par
Out-of-state	95-96	95-96	95-96	95-96	96b	96b
Chicago	98b	98b	98	98	98	98
Cleveland	97-98	96-97	98	97-98	98	97-98
Denver	97-98	97-97½	97-98	97-98	97-98	97-98
Detroit	97-98	97	98-99	98	98½-99	98½
Houston	95½-97	95½-97b	96-97	96-97	97-98	97-98
Jacksonville	97	96½b	98	96½-97b	98	97b
Newark	98-99	97-98	99	98	99-par	99
New York	98-99	98-99	98-99	98-99	98-99	98-99
Philadelphia	99e	99	99e	99	99e	99
San Francisco	97-97½d	96½	97-98	96½	97-98	96½
Wash., D. C.	98-99	98	98-99	98	98-99	98

*7% down on first \$9,000

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, exec. vice pres., Draper & Kramer, Inc.; Cleveland, William T. Doyle, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, George Dickerson, Stockton, Whatley, Davin & Co.; Newark, William F. Haas, vice pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, Robert S. Irving, exec. vice pres., W. A. Clarke Mortgage Co.; San Francisco, Raymond H. Lapin, pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, vice pres., Frederick W. Berens, Inc.

VA 4½s

City	30 year, 2% down		25 year, 5% down		10% down or more	
	Imme- diate	Future	Imme- diate	Future	Imme- diate	Future
Boston local	97-par-c	97-par-c	97-par-c	97-par-c	97-par-c	97-par-c
Out-of-state	91-92	91	a	a	a	a
Chicago	a	a	92-95	92-94	92-95	92-94
Cleveland	a	a	93bf	a	93bf	a
Denver	94b	93b	94b	93b	94b	93b
Detroit	93-94	93½	94-95	94	94½-95½	94½
Houston	92-92½	92-92½b	92½-93b	a	92½-93½	a
Jacksonville	92-92½	a	92-92½	a	92½-93	a
Newark	92-93b	92a	93-94	92-93b	95	94
New York	95b	95b	95b	95b	95b	95b
Philadelphia	95b	95b	95b	95b	95b	95b
San Francisco	91½-92	91½-92	91½-92	91½-92	91½-92	91½-92
Wash., D. C.	94	93b	94	93b	94½	93½b

NOTES: a—no activity. b—very limited market. c—par only on individual deals. d—mainly over the counter business, not tract deals. e—a trickle of 99½ money. f—30-year term.

- ▶ Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.
- ▶ Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.
- ▶ Quotations refer to houses of typical average local quality with respect to design, location and construction.

NEW YORK WHOLESALE MORTGAGE MARKET

Prices on the open wholesale market in New York City, for out-of-state loans, as reported the week ending April 12 by Thomas P. Coogon, president, Housing Securities Inc.:

VA and FHA 4½s

(minimum down, 25 or 30 years)

Immediates: 92-93

Futures: 92-93

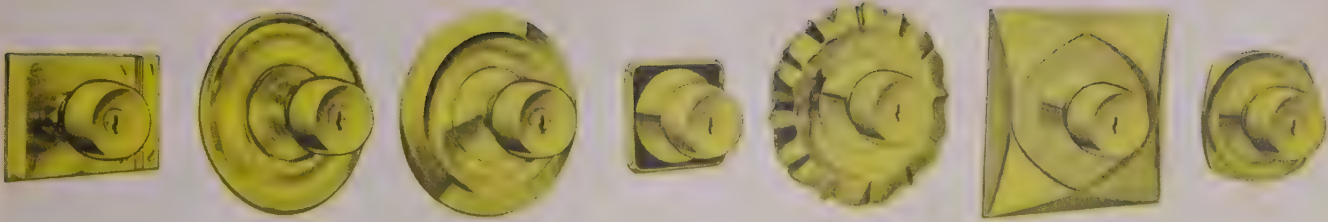
Immediates: 96-97

FHA 5s

(minimum down, 25 or 30 years)

Futures: 95½-96½





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(left to right) Williamsburg, Madison, Newport (three favorites with builders)
and Hudson, Salem, Glamour, Atlanta (four new Yale trim designs).
On opposite page: Yale Brandywine Knob with new Sapphire trim (left)
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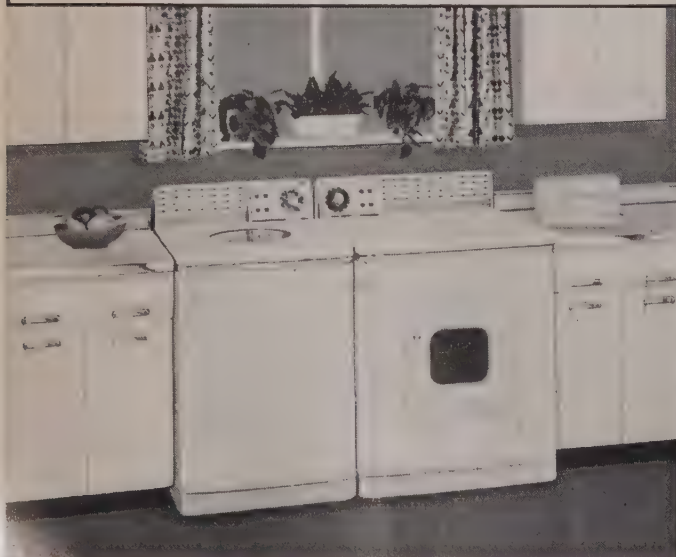


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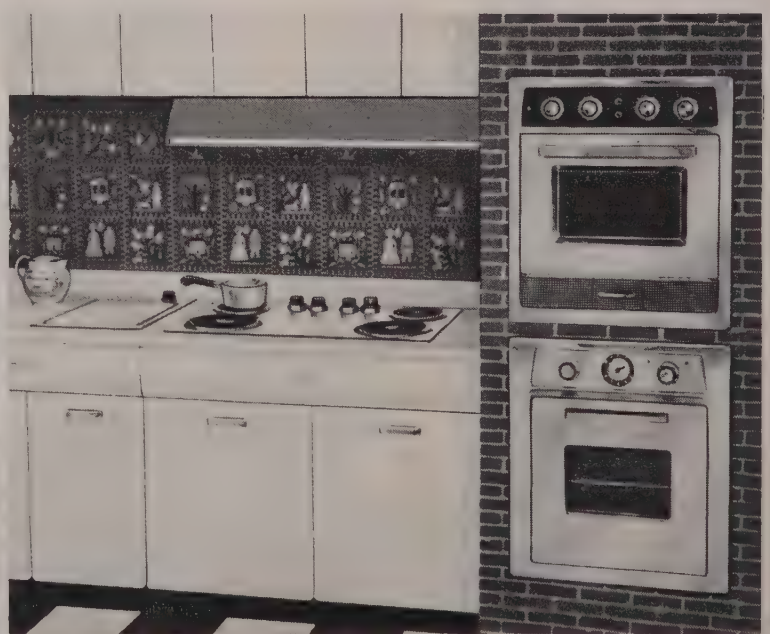


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"But the pinch won't last forever. These builders will remember the bank that treats them square."

Even Crawford Stocker of Lynn, Mass., outgoing president of the Natl. Assn. of Mutual Savings Banks, will do no out-of-state lending this year. He says: "We have a duty to take care of our local residents and veterans first." Stocker, like most of the other savings bankers who still lend VA at all, requires 10% down (some ask 20%) with a maximum 25-year term (some lend for no more than 20 years). He lends locally at par.

Earl W. McGann of Waterbury, Conn., would also lend at par locally, if he were lending. But he won't lend at all at 4½%. "As long as the politicians are continuing to make a political football out of this interest rate we won't make any loans," he says.

In addition to the limit on total investment in mortgages, some savings banks are limited by state laws on investment out-of-state. (15% of assets in Massachusetts, 10% in Connecticut). Says Robert M. Morgan, vice president of Boston's Five Cents Savings Bank: "Most banks which invest in out-of-state paper are pretty well loaned up to the limit now." Morgan says that his own bank will lend 20 to 25% less out-of-state this year than in 1956.

The decreasing volume of VA mortgages available cheap (91 to 93) is another reason why banks are dropping out-of-state investment. Savings banks have been the main market for VAs in recent months. Their fondness for VA paper is not new. In 1956 they invested \$1.4 billion of a total \$2.1 billion portfolio gain in VAs. In 1955 they put \$1.5 billion into VAs out of total mortgage investment increase of \$2.35 billion. Their VA investment was 40% of all VA lending in 1956 and 33% in 1955, though all savings banks account for only 20% of all residential mortgage investment.

Savings banks did 26% of all FHA lending in 1955 and 1956. Their share of conventional lending averaged 8 to 9% both years.

Discounts on FHA 5s unchanged from April 1

FHA says discounts on 5% Sec. 203 mortgages for immediate delivery on the secondary market were unchanged in April. Average price on May 1 was 97.3, same as on April 1 and only 0.1 off from March 1.

Slight increases were reported in four of FHA's six administrative zones. Biggest gain: ½ point in the Southeast. Other increases: 1/5 point in the Northeast and 0.1 point in the Southwest. No change was noted in the West while average price in the North Central area declined 1/5 point.

Prices represent an average of reports from FHA's 71 insuring offices, not actual sales:

OFFERING PRICES, FHA 203s

Immediate Delivery

ZONE	May 1, 1957		April 1-March 1	
	AVERAGE	RANGE	AVERAGE	
Northeast	99.2	99-99.5	99	99
Middle Atlantic ..	98.2	97-98.5	98	97.9
Southeast	97.1	96-98	96.8	97
North Central ...	97.2	96.6-98	97.4	97.1
Southwest	97.2	96-98	97.1	97.1
West	96.8	95-98	96.8	96.9
United States ...	97.3	95-99.5	97.3	97.2

FNMA STOCK

Quotations supplied by C. F. Childs & Co.

	Low for month		High for month	
	May 16	Apr. 17	May 16	Apr. 17
Bid	59	61	53	61
Asked	61	63	55	63

HOUSING POLICY:

House and Senate both approve big cut in FHA down payments

The 1957 Housing Act is certain to contain a big cut in FHA down payments.

The Senate late in May ignored the recommendation of its banking committee and approved a down payment schedule even more liberal than either the Administration proposal or that already passed by the House.

The Senate schedule: 3% down of the first \$10,000 valuation, 10% of the next \$6,000 and 30% of the balance. The House schedule: 3%, 15% and 35% of the same brackets. (The Administration proposal: 4%, 15% and 30%.) Maximum mortgage in both bills would remain \$20,000.

In dollars the Senate bill would require \$900 down on a \$16,000 house, the same as on a \$10,800 house now; the House bill would require \$1,200 on a \$16,000 value, same as on a \$12,000 house now.

Senate and House conferees were to meet in mid-June to iron out differences between the two bills.

For a short time it seemed the Senate would vote no cut in FHA down payments at all.

The Senate housing subcommittee had proposed a schedule of 2% down on the first \$12,000 valuation and 35% on the balance. But the parent banking committee voted 9-6 against this slice, refused instead to recommend any. Apparent reason: it had just been warned by the Federal Reserve Board of inflation danger. There was an obvious mood to "clobber" anything that smacked of inflation.

But before the committee bill reached the floor Republican and Democratic housing leaders, notably Sen. Homer Capehart (R, Ind.) and Sen. John Sparkman (D, Ala.), worked out a mutually agreeable compromise, cleared it with their respective party chieftains and put it on the floor where it met no serious opposition. (Capehart had tried in vain to get the Administration's proposal approved in committee.)

How much more borrowing authority FNMA should get is one of the key points of difference between the House and Senate bills.

The House has voted \$1.25 billion more borrowing power for the secondary market program compared to the Senate's \$500 million. The House authorized \$550 million for special support programs: \$300 million for Capehart military housing and \$250 million to be used at the discretion of the President. The Senate cut the banking committee's proposed \$850 million special assistance program to \$525 million chopping support for Sec. 213 co-ops from \$250 million to \$100 million and Sec. 221 relocation housing from \$250 million to \$75 million.

The Senate also voted to permit FNMA to buy mortgages in excess of the present \$15,000 limit in places FHA designates as high cost areas.

Some form of discount control, despite its transparent unworkability, seems certain to be included in the final housing act.

The House bill instructs HHFA to study availability of money, then impose "reasonable limits on charges, fees and discounts." The Senate approved a floor amendment introduced by Sen. Hubert Humphrey (D, Minn.) giving FHA and VA discretionary power to regulate discounts. But the Senate earlier rejected an amendment which would have prohibited discounts.

Another Humphrey amendment was passed, despite FHA opposition. It gives FHA discretionary power to fix maximum house prices (as VA has always done). The measure was generally regarded as a bargaining point for the conference with the House with little chance of inclusion in the final bill. (The House bill contains no such provision.)

Public housing will also be an issue among the conferees. The House adopted an amendment limiting public housing to displacees from urban renewal or other government building. The Senate not only omitted this requirement but also killed the requirement that a city have a workable program for attacking slums before qualifying for public housing aid. The Senate rejected proposals for 200,000 more units a year for two years and for an increase in the federal share of urban renewal costs from two-thirds to three-fourths.

NEWS continued on p. 49

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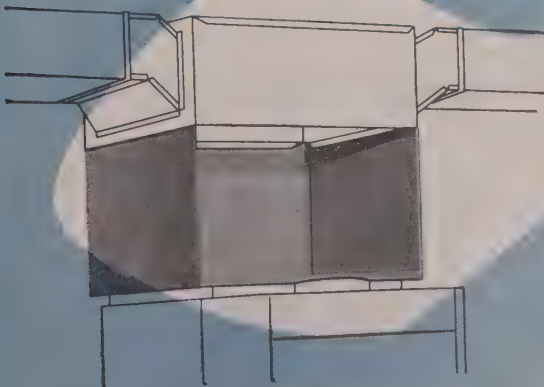
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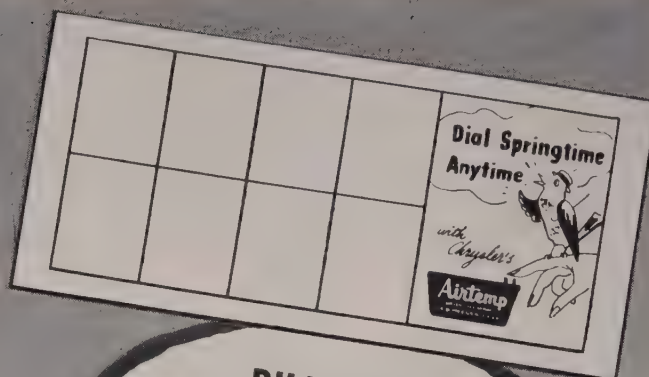
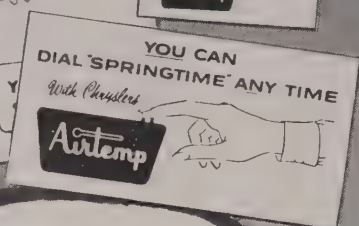
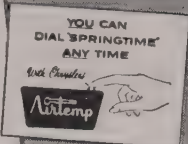
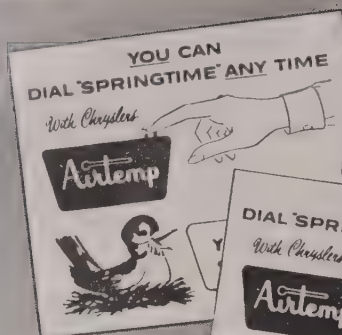
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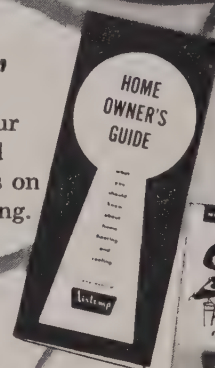
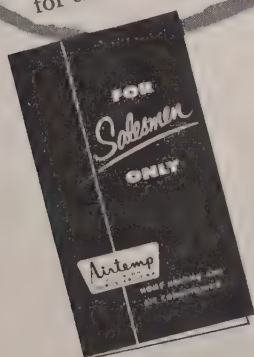


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HOUSING MARKET:

Serious shortage of housing feared as starts lag 17%, dollar volume 11%

Is the nation underbuilding itself into a housing shortage?

Cries of alarm to that effect are coming more often from housing spokesmen as they eye building's slump—starts down 17% from last year's level for the first four months of the year, and dollar outlays for new housing off 11%.

NAREB President Kenneth S. Keyes insists "a housing deficit in most areas—a serious home shortage" has already arrived. He warns: "If realtors, builders and mortgage men are complacent about [it], they will simply provide a beach-head for socialistic opportunities in housing." NAHB President George Good-year predicts "the worst housing shortage in all our history" in the 1960s if home building is not stepped up to meet the growth in population.

Latest government figures on vacancies bolster the view that the nation is no longer keeping pace with basic housing demand.

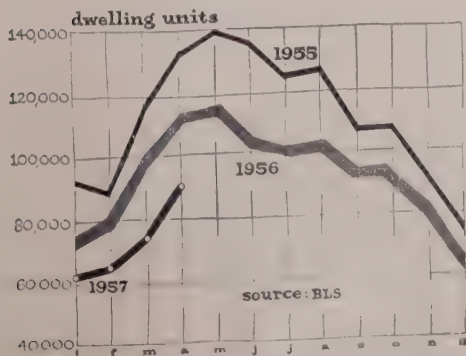
Nationally, vacancies have plunged from 2.8% in the third quarter of 1956 to 2.5% in the fourth quarter and a miniscule 2.3% in the first quarter of this year.* That is an 18% drop in vacancies—250,000 dwelling units—in only six months. "It is tremendous," commented Dr. George Cline Smith, economist for F. W. Dodge Corp. in a talk to mortgage bankers at Miami Beach. The rate was already "close to rock bottom," he noted, so any more drop "can only be the result of enormous pressure." So Cline concluded: "Far from having a surplus of housing, we may well be heading for a severe shortage."

How soon will new home building turn back up?

Answers Economist Smith: "Nothing can contain, for long, the enormous pressure dammed up behind our current rate of underbuilding. Something is going to give. . . . There's a surplus of [home buyers], for housing in the right brackets and with the right financing. . . . If something else doesn't give first, there will be a loud clamor for bigger direct lending."

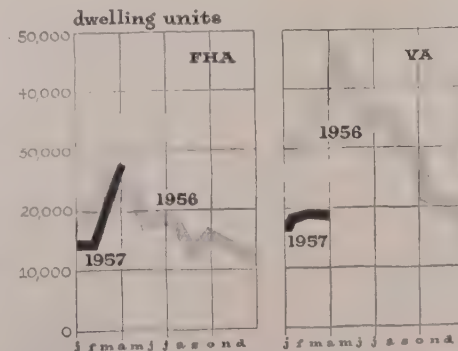
Some signs of the times: in many cities, a big upsurge in rental housing construction is developing. Los Angeles, for instance, issued more permits for multi-family units in April than for single-family homes. In a few spots—St. Louis is one—builders report veterans are beginning a rush to buy VA homes before the supply is exhausted.

* In metropolitan areas, the vacancy rate is even smaller: 2% in the first quarter of this year, consisting of 1.6% rental and only 0.4% units for sale. Vacancies are notably higher in the West (3.2%) than in the South (2.7%) or North Central states (2%). They are slim indeed in the East (1.6%).



Housing starts rose to 92,000 units in April (89,500 private, 2,500 public, including Capehart Act military housing). The seasonally adjusted annual rate for private starts jumped to 940,000, compared to 880,000 in March—the first upturn since last October. But it was the fourth month in a row with an annual rate below 1 million. And April starts were lowest for any April since 1949—and 17% below a year ago.

For the first four months, total starts are 17% behind 1956—lowest level since 1949.



FHA and VA applications: For the first four months of 1957, FHA applications for new units are off only 2.1% (to 84,651). But a 31.5% drop in applications for new homes is almost offset by a whopping 453% jump in apartment project applications. April applications: 25,699 (16,763 homes, 8,936 projects)—up 16% from March.

VA appraisal requests for new units are off 48% from 1956 for the first four months. In April, they totaled only 19,381—unchanged from March and 58% below April 1956.

MARKET BRIEFS

FHA's typical 1956 loan

The typical FHA home buyer in 1956 earned more than he did in 1955 and he spent more on a bigger house.

Commissioner Norman Mason reported that an average FHA mortgage last year was for \$11,010, representing an 86.7% loan for a 25.5 year term. Monthly payments, including principal, interest, insurance and taxes averaged \$81.70. Other characteristics and comparisons:

Item	1956	1955
Buyer's median income.....	\$6,054	\$5,500
% of income to housing.....	19.5	19.7
House size (sq. ft.).....	1,064	1,022
House size (rooms).....	5½	5½
Bedrooms.....	3	3
% with garages.....	73	70
Average lot cost.....	\$1,887	\$1,625

Builders promote good building

Two local builder associations have developed new programs to promote good building practice and sell it to the public. Items:

- Houston HBA has formed a voluntary self-policing program to insure against shoddy building on conventionally financed houses (about 75% of all home building there).

The program is called the "Blue Seal" plan. Builders (80% of the members are participating) qualify for a Blue Seal sticker by submitting their conventionally financed houses to two inspections.

- Minneapolis HBA has set up a "registered builder" system, keeping close tab on each builder's construction adequacy, completions and follow up of complaints. Public promotion of the plan has already started.

Prefabbers win 10% of market

Nearly 10% of all single-family homes started last year were prefabricated. And prefabs accounted for more than 8% of 1,120,000 starts of all types.

Prefabricated Home Manufacturers' Institute bases these figures on a survey of 239 prefab manufacturers. It put the value of the 94,791 completed houses at \$1,098,010,414. PHMI said Ohio led in prefab starts with about 16,000. Illinois was next with 8,000 and Indiana third with 7,368.

A year ago, a PHMI survey based on reports from only 160 manufacturers showed a 1955 total of 93,000 prefab starts. Figures do not include precut homes, Lu-Re-Co houses or on-site fabrication by large-volume builders.

Chicago lot costs up 10-15%

Improved lots in metropolitan Chicago now cost 10 to 15% more than a year ago and about 2½ times what they did in 1940. In fact, residential land prices are now higher than in the Chicago real estate boom of the early 1920s.

Ralph A. Olcott, publisher of Olcott's Land Values Blue Book of Chicago, reports that "the relatively few" improved home sites in desirable areas are selling at \$80 to \$200 a front foot and even higher in some North Shore suburbs. Land for apartment buildings is up 10 to 50%. Acreage in Cook County varies from \$600 to \$5,000, down slightly from a year ago.

NEWS continued on p. 53



Install Marlite in luxurious wood finishes for added sales appeal, low in-place cost

Whether it's a \$400 remodeling job or a \$40,000 new construction project, beautiful Marlite in distinctive wood finishes cuts days off completion time, adds extra sales appeal.

The melamine plastic finish of walnut, mahogany, birch, cherry and oak grains can't be duplicated on the job . . . stays like new for years with an occasional damp cloth wiping.

This tongue-and-groove paneling is applied

with adhesive over plaster, plasterboard, plywood, or existing wall surfaces. Clips speed installation; makes fitting easy.

Plan on Marlite for your next building or remodeling project—in luxurious wood finishes, distinctive marble and plain-color patterns. See your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 622, Dover, Ohio.



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In today's BIG quality-minded market

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225 DIFFERENT SIZES —
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THATCHER YEAR ROUND
COMFORT IN YOUR HOME
HOME IS A BIG SALE
Plus!

Home buyers have the money and they've got quality on the mind! Yes, your customers want the best. That's why today's money-making way to sell is to give them the quality they want. In heating and air conditioning, that means Thatcher.

Thatcher gives you more of everything that counts . . .

MORE COMPLETE HOME COMFORT — Thatcher equipped homes get year round comfort — winter warmth and summer air conditioning from a *central* system.

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Custom designed cool-
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super sales appeal!

THE BUYER...THE THATCHER NAME ...AND YOU

Almost 50% of 1956 new home sales were to *second-time buyers* looking for quality products in a *final* home. It's a buyer's market. The best way to *sell* them is to install brand name quality products like Thatcher — with full 100% appraisals in most areas.

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It's often the bathroom that sells the home

Like "top secret" talk on an 8-party line, the exciting New Trend in Bathrooms, by Universal-Rundle, is spreading from coast-to-coast. Certainly U/R bathroom fixtures are attractive features in the popular, *fast selling* Hills and Dales Homes in suburban St. Paul, Minnesota (above), as well as in the fashionable Hidden Village Development (below) in Garden Grove, California. Home buyers love those sparkling, easy-to-clean U/R fixtures . . . designed with scratch, chip, and stain-resistant surfaces for truly carefree living.

What a *difference* U/R's lovely colored fixtures make. And, there are six gorgeous decorator pastel hues to choose from! U/R pioneering introduced the world's first colored bathroom fixtures. Today, U/R symbolizes progress and new ideas; backed by a 56 year tradition of leadership. The unique, new Uni-Dial Lavatory, featuring one hand "tilt-turn" control of water temperature and

flow, is one example. Another is the ultra-quiet Como Water Closet.

Architects and builders are invited to write for a complete catalog. Also, see the U/R section in Sweet's Architectural and Light Construction files. Universal-Rundle Corporation, 493 River Road, New Castle, Pennsylvania.

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Plants in Camden, N. J.; Milwaukee, Wisc.; New Castle, Pa.; Redlands, Calif.; Hondo, Texas

LOCAL MARKETS: 14 housing areas show gain in starts from '56

At least 14 key areas are enjoying a better housing market than they did last year. President Tom Coogan of Housing Securities Inc. has released figures from his continuing study of 75 leading cities that show the home-building business is still a highly local one. Starts so far this spring, he reports, vary all the way from a 65% gain in Mobile to a 60% drop in Spokane.

The 14 best markets and their gains were: Albuquerque, 16%; Baton Rouge, 30%; Cincinnati, under 5%; Dayton, over 50%; Miami, 8%; Mobile, 65%; New Orleans, 15%; Orlando, Fla., 20%; Phoenix, 14%; Pittsburgh, 25%; San Bernardino-Riverside, under 5%; San Diego, 27%; San Jose, 45%; and Tampa-St. Petersburg, under 5%.

Coogan says starts in 15 other cities have dropped only 3 to 16%; in 34 they are off 20 to 40%. In 12, starts are off more than 40% from spring 1956.

The situation last month in other US housing markets:

Portland, Ore.: An inventory of unsold new houses in March shows most were priced at over \$15,000 and all 495 were three-bedroom homes. The semi-annual report of the Metropolitan Portland Real Estate Research Committee shows that 313 (63%) were priced at over \$15,000, 135 at \$12,500-15,000, 43 at \$10,000-12,500 and only four at less than \$10,000. Last September, only 211 or 40% of 527 unsold new houses were in the top price bracket. In March, over 17% of the unsold houses were brick veneer, compared with only 3% six months earlier.

Louisville: Louisville builders got rid of half their unsold inventory of new houses

between last October and March, an FHA survey shows. Unsold homes shrank from 1,120 to 575. The March survey showed 413 houses under construction. FHA District Director Orville M. Howard said "this very favorable trend" indicates "unsold inventory will be gone by July, and there will be a shortage of new houses for the summer market—unless construction goes up."

Wichita: "Wichitans prefer new rental units" to houses. That is the interpretation of the Wichita Assn. of Home Builders of data in a vacancy study April 15 by the US post office. It shows a total of 70,664 single-family homes of which 2.8% (507 new houses and 1,448 older homes) were vacant. Of 9,733 apartment units, 1,816 or 9.4% were vacant. But Don Chapman of the WAHB market analysis committee points out that only 2 to 3% of vacant apartments were in new units.

Columbus, Ga.: Demand is extremely weak, say members of the Columbus Home Builders Assn. About 85% of new houses are being financed conventionally, the other 15% half FHA and half VA financed. "A thousand Capeharts for Fort Benning unsettled an already unsettled market," one builder explained (Apr., News).

Savannah, Ga.: Builders report demand good in the \$11,000-14,000 range, especially for one builder who is now using a lease-purchase deal to beat the shortage of low-down-payment money. Higher price homes are reported hardest to sell.

Charleston, S. C.: Builders and lenders agree that Charleston offers a strong market for new houses and needs only the

mortgage money to finance it. Says Mortgage Broker Ralph M. Sadler: "Demand is wonderful. We're five years behind in housing and all we need is funds. We expect only one-third of what we got last year."

Omaha: Average home prices and unit sales were both up the first three months this year, Multiple Listing Exchange reports. In March, 35% more houses were sold than a year earlier, probably reflecting more activity in used houses. The average sales price in March was \$13,700 compared with \$12,400 a year earlier.

San Francisco: How sharply big discounts seem to have crippled FHA and VA building is told in plummeting business by both VA and FHA offices. VA Loan Guaranty Officer Duane Searls estimates his new house business is down 80% from last year. FHA's James C. Belda reports April business was off 63% in commitments, 45% in homes insured and 55% in starts compared to April 1956. The figures:

	Apr. '56	Apr. '57	% change
Applications	3,515	1,394	—60
Commitments	3,562	1,324	—63
Homes Insured	1,846	838	—45
Starts	1,428	638	—55

Other markets, briefly noted:

BOSTON: sales are strong and unsold inventory is negligible . . . **SAN ANTONIO:** sales are slow as elsewhere in Texas, but there is no sign of a housing shortage . . . **DETROIT:** starts are still down over 40% from last spring . . . **DENVER:** sales are slow, with only a small seasonal increase in starts . . . **NEWARK:** starts are up "only seasonally."

Capehart program unfrozen; first units' design is criticized

The freeze on Capehart Act military housing has been lifted by the Pentagon.

Meanwhile, the first project completed, a 944-unit job at Abilene, Tex., was branded "an architectural mess" in Congress.

The freeze was imposed by the White House Feb. 28 as it reviewed its much criticized budget. The military services were then told to rescreen every project and assign priority rating.

Defense Dept. officials are still working up priorities and evaluating each project on the basis of a new review criteria. This criteria generally limits any project to 90% or less of gross military family housing requirement at one base.

In reopening the program, Deputy Secy. of Defense Reuben B. Robertson stipulated: 1) that no more than 17,000 units be advertised but not under construction at one time, 2) all projects must wait for private financing unless found urgently needed, in which case they can tap FNMA special assistance.

The Defense Dept. has cleared 66,555 units of Capehart housing. Of these, 16,983 are under construction or completed. Military services have requested a total of 92,226 units in 257 projects.

Criticism of the first project completed came during hearings on the 1957 housing bill: Said Rep. Albert Rains (D. Ala.) chairman of the House housing subcommittee: "To

put it frankly, it was just an architectural mess."

John H. Arrington, Defense Dept. director of family housing, was testifying at the time. He replied: "... The Air Force admits that the design in this instance incorporated a number of undesirable features . . . We understand that the Air Force is taking action to make sure that the Abilene project is not repeated."

The Air Force refuses to discuss the Dyess Air Force Base project at Abilene. A report on it was classified as a military secret. A HOUSE & HOME correspondent visited the project, and was told by most residents that the units are the best military housing they have ever had. He also found these complaints:

Heating-cooling units were put near hot water heaters. They are being moved.

There is no fire exit from the bedroom except through the windows and they are awning types, too small for anyone to get through. A special "bail-out" window, which can be kicked out, is

being substituted in one window of each unit.

The units are underwired to handle the combined load of electric washers and dryers, although they were plumbed for them.

FHA officials have what may be the best explanation for Abilene's faults—real or imagined: it was first designed (by Associated Architects & Engineers of Abilene) as a Wherry Act rental project, with an average unit cost limit of \$9,000. Original plans were beefed up and a few niceties added when it became a Capehart project with an average unit cost limit of \$13,500. (Its final contract cost per unit: \$13,235.)

A 160-unit Capehart project to be built at Albany, Ga. was criticized by J. D. Tennison Sr., Memphis, Tenn. supplier, who charged that specifications for heavy metal gutters, downspouts, roof flasing and gravel strips were "ridiculous. Literally thousands of dollars will be wasted," he said. Replied Architect James C. Wise & Associates of Atlanta: Army Engineers require maintenance-free materials where possible.

continued on p. 57

Don Huf



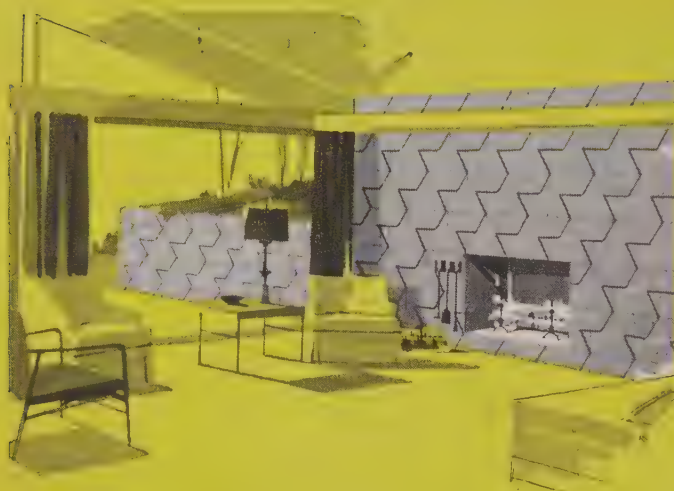
TYPICAL ABILENE DUPLEX—IS IT REALLY AN 'ARCHITECTURAL MESS'?

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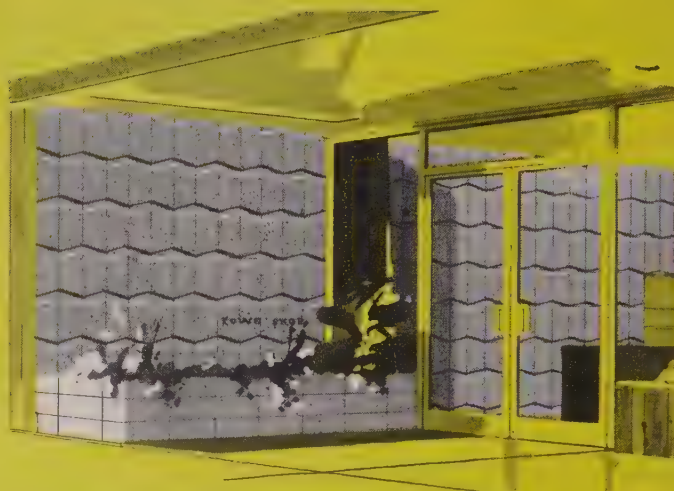
shadowal
TRADEMARK

concrete masonry

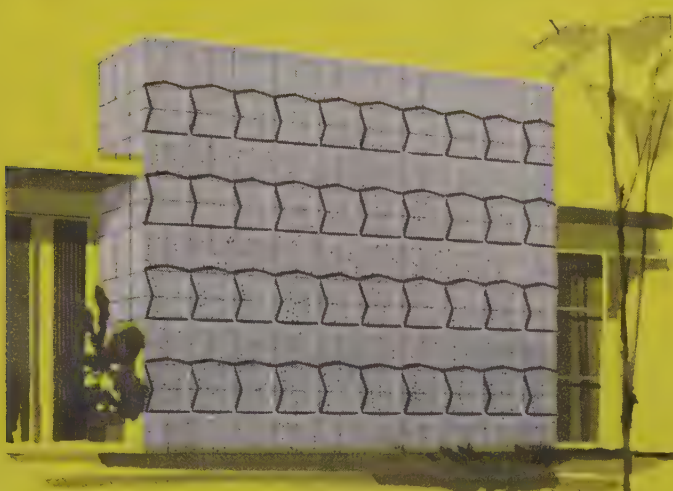
the block with 1000 faces



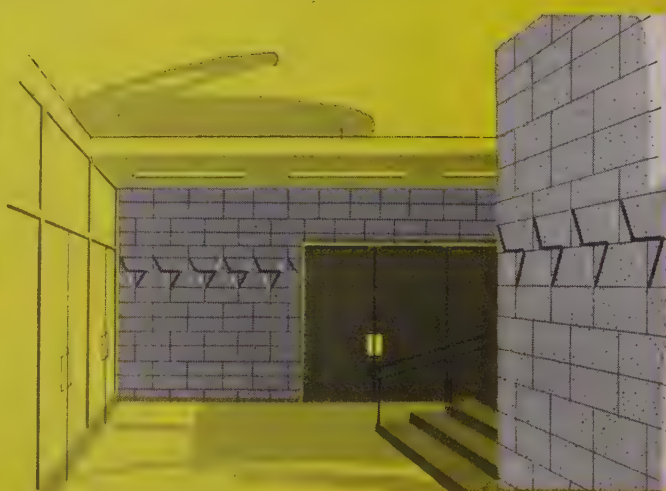
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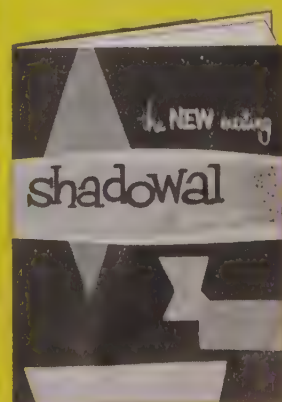
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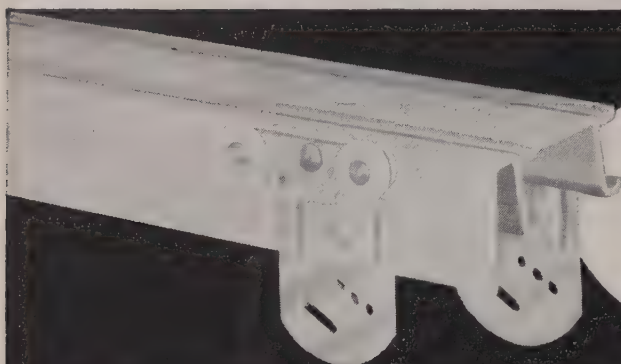
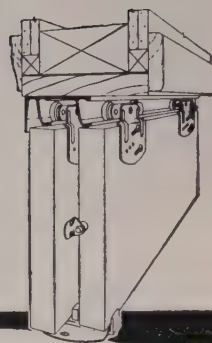


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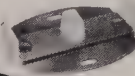
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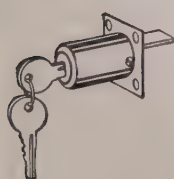
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Long Island FHA scandal broadens; home builders' president blackballed

The troubles in FHA's Jamaica, L.I. office (May, News) have blossomed into FHA's biggest and noisiest scandal since the windfall hubbub of 1954. Developments:

- James G. Donovan, newly named director of the scandal-tinged office, blacklisted President A. Sidney Roth of the Long Island Home Builders Institute as a "non-cooperative builder." Roth hit back with charges the move was really intended to smear Long Island home-builders "and the entire industry."

- Fred Meyer, chief underwriter at Jamaica for seven years, was fired under orders from Washington for "poor professional judgment." Chief Architect John Carew quit after he was charged with inefficiency.

- New home building on Long Island—already 33% below last year's pace—was slowed further (to a crawl, say some builders) as FHA tightened up its inspections and promptly fell behind in making them. FHA construction was also slowed for the same reason in nearby Westchester and the 13 other southern New York counties served by the Jamaica office.

Gifts that lost friends

Roth and his 15 building companies were blackballed, said FHA, for giving "gratuities" to FHA employees. Asst. US Attorney Cornelius Wickersham of Brooklyn, who announced a federal grand jury would start an investigation into the actions of Roth and seven other Long Island builders, said Roth had given Christmas gift certificates ranging from \$5

UP



ROTH

to \$150 to FHA employees. Roth agreed that he had given gift certificates—but no cash—to FHA people. But only in 1955, and only about \$300 worth, total.

Some were returned, some not cashed, he added.

Roth said he was not aware such gifts were against regulations. He said he stopped the practice when he found out in 1956 that it was.*

Moreover, said Roth, he had been leading a campaign by the Long Island Home Builders Institute to stop its 1,200 members from giving Christmas presents to FHA staffers lest this be misinterpreted as "payment to influence acceptance of . . . violations or substandard construction."

LIHB and Donovan trade charges

Therefore, cried Roth at a New York press conference, FHA's action in blacklisting him "is an unwarranted and unduly harsh move" which will put him out of business, unless he is reinstated. "I feel it is not just a coincidence that I have been singled out, but that this is a calculated move to discredit me, the Long Island Home Builders Institute and the entire home building industry," he said.

* When Norman Mason took office as FHA commissioner during the windfall scandals in 1954, he promptly forbade FHA personnel from accepting gifts—Christmas or otherwise—from builders and lenders. The warning, say FHA officials, has been repeated every Christmas since then, and many FHA offices have circulated it to builders in their territory.

The L.I. Builders Institute backed him up. Board Chairman Tony Zummo called FHA's blacklisting "completely out of proportion to the charges involved . . . a disgraceful attempt to make political capital at the expense of an individual and an industry. . . . There is no question in our minds that this move was taken only because he is president of the institute. . . . Mr. Roth's business standing and the reputation of our industry are being held up to public scorn on the basis of charges involving acts of nearly two years ago which have since been discontinued and which are still common in virtually every other phase of business and government life."

FHA's Donovan, a former Manhattan Congressman, retorted: "I got the impression when I took office that some FHA employees thought Roth was running the place. He's not going to run this office."

Roth, a former All-America football guard at Cornell (class of '39), is now building some 60 FHA homes at Islip, L.I. (priced at \$11,971). He has put up nearly 1,000 one-family houses in Nassau and Suffolk Counties since World War 2. He said he would appeal his blackbaling to Washington. Sen. Jacob Javits and Rep. Stuyvesant Wainwright (both R, N.Y.) announced they would investigate why Roth was "singled out."

Shoddy building scapegoats?

FHA Underwriter Meyer, 49, was fired for letting "shoddy building slip through FHA inspection," the agency said. (FHA stressed there was "absolutely no other accusation than poor professional judgment.") He was the third key man in the Jamaica office to leave since a federal investigation of its activities began quietly a year ago. Director Fred J. Ewald and his assistant, James Brennan, resigned earlier following suspension of 14 inspectors and the indictment of one on charges of extorting money from builders.

A fourth top man, Chief Architect John F. Carew, 52, quit after he was charged with inefficiency.

Long Island home builders say they are suffering from the housecleaning because the turnover in inspectors has slowed inspections and loan processing. They say inspections have become much stricter.

Chances are it will take FHA as much as six months to put its Jamaica office into normal working order again. Meantime, the agency has pulled inspectors in from other offices to keep work moving.

One builder told HOUSE & HOME: "The FHA men are scared, and afraid they're being checked up on. When they come out to make inspections they won't even ride around in our vehicles for fear someone might think they're taking bribes in the cars."

"They all have new instruments, too," he said. "If there's a driveway slope to check, they have a box to find the angle of pitch, and they use it. If a sidewalk is an inch narrower some place than the 3' required, they'll not approve it. Not only do you have to fix it but you go back on the end of the list for inspections."

How much may the still-developing probes unearth?

Builders say they have been warned against visiting FHA's office to see why inspections are late. They say they now sometimes wait up to eight weeks for inspections, which to most means that long await before subcontractors can be paid.

Wickersham, the US attorney, says FBI agents are investigating builders of a "half-

dozen" substandard developments—apparently in connection with grand jury inquiries into "gratuities." He has appealed publicly to "honest builders" to come to him and tell what they know about graft in Long Island construction. He has said some honest builders were "caught in a trap" because their gift-giving rivals got faster inspections, making it harder to compete with them.

But so far, there is only one criminal indictment, although Wickersham told HOUSE & HOME he is also investigating whether any FHA employees violated the law by accepting gifts. But he says "there is no criminal action at present involving Roth or the people to whom he gave gratuities."

Graft in sewer inspections

Meanwhile, a jury found William F. Cerveney, 40, former Nassau County health department inspector, guilty of taking \$320 in bribes from a contractor for making required inspections of sanitary installations. Another ex-inspector, Thomas Gallagher, was convicted of similar shakedown charges a month earlier. The contractor who paid Cerveney, Louis M. Ruggiero, testified at the trial that he had "paid \$40,000 in graft" to Nassau health inspectors and finally was forced out of business by their shakedowns.

10 L.I. developers hire publicity firm for \$36,000

Belatedly moving to seek public esteem through good works well publicized, ten big Long Island developers banded together to hire Tex McCrary Inc. to conduct a public relations program. The ten, who McCrary's men say account for a third of Long Island home building, including five LIHB board members. They have budgeted over \$36,000 a year for the drive. Their Community Developers Council of Long Island Inc. has already had informal talks with FHA officials on what they call "the crisis that threatens to destroy" their industry.

Announcement of the group's formation was coupled with awards totaling \$1,500 to five of the men who helped rescue 7-year-old Benny Hooper from a Suffolk County well.

Members of the council include:

Chairman, Herbert Sadkin, Great Neck; president, Jerome Wolk, Great Neck; Charles Mascioli, Lake Success; Stephen Muss, Kings Point; Bernard Krinsky, Jamaica, and S. Richard Silbert, Morris Sosnow, Joseph Shapiro, Samuel Levin and Robert Cutler, all of Great Neck.

Meanwhile, the LIHB hired Publicist J. P. Lohman and brought back Otto J. Hartwig, former executive vice president, as a consultant.

Chicago VA, S&L scandal reveals hoodlum builders

As soon as some congressional investigating committee gets around to it, the nation may begin hearing about a fair-sized scandal in VA's Chicago office.

It grows out of the network of corruption around former Illinois Auditor Orville E. Hodge, now imprisoned for stealing \$2.6 million from the state. The VA scandal is every bit as fantastic and complicated as the Hodge case. Now trying to puzzle it out are the FBI, federal attorneys, top VA investigators from Washington, Illinois' state's attorney and new state auditor, and all the Chicago newspapers.

Most noteworthy revelations:

- Several hundred homes have been and are being built by Chicago hoodlums.

- A Hodge henchman, C. Oren Mensik, loaned money to some of the builders before

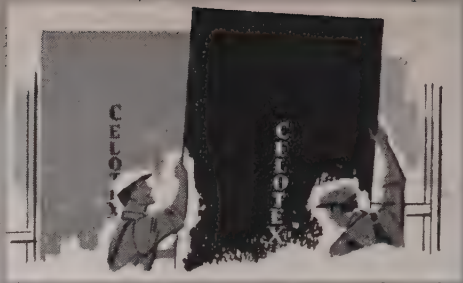
NEWS continued on p. 60



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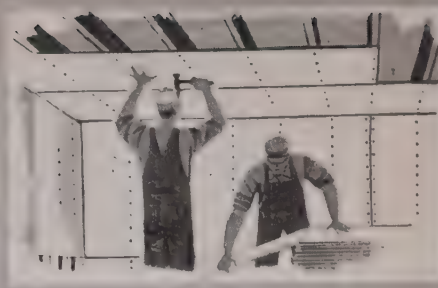
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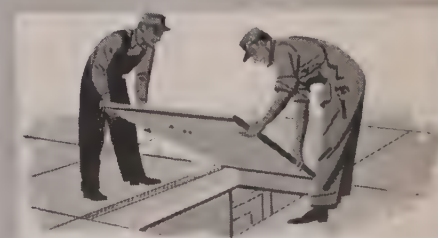


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continued from p. 57

his three S&L associations closed in Depression-style runs (see photo).

• Banker Leon Marcus, a Hodge crony, was murdered March 31, and papers found on his body showed he was heavily involved in shady dealings with home builders.

• Marcus' builder friend, Alfred Rado, has admitted bribing VA inspectors and a "high VA official" to get special treatment.

• The VA's chief appraiser in Chicago, retired Gen. Robert E. Moffet, turned up as a director of one of Mensik's uninsured mutual S&L associations.

• The Chicago *Tribune* got the VA to admit that Hodge himself worked as a VA inspector right up to the time he became a big dog in state politics.

VA fires one, transfers two

Only action taken to date by VA Regional Manager Robert D. Beer has been to assign General Moffet and Edwin Bell, loan guaranty clerk accused of receiving bribes from Rado, to other VA divisions, and to dismiss one fee inspector. The latter, John J. McNamara Sr., was discovered last year to be inspecting Rado homes when his son was a key Rado employee.

Beer also said the VA will investigate "every builder against whom we have any complaints and any builder named as a good friend of any of our personnel here." This includes, he said, all builders mentioned in connection with Mensik.

Nine builders who did business with Mensik include three with hoodlum connections and three staffed by Mensik's friends and relatives. The nine firms had obtained loans totaling \$9,176,473 on 464 houses.

Hodge approved S&L stock charters

Two of the three Mensik S&Ls are stock companies, the other a mutual S&L. The stock companies' charters were approved by Hodge in 1955, a few days after the Illinois legislature amended its S&L act to permit stock charters. The approval also came within a few days after Hodge cashed a \$50,000 check traced to Mensik's personal account. The check was paid through the Southmoor Bank & Trust Co., then headed by Marcus.

State Auditor Elbert S. Smith, who closed the three S&Ls, is attempting to force Mensik to sell \$14 million in mortgages to meet obligations to shareholders. Smith has charged Mensik with being more than \$1 million short in reserve funds. Mensik is seeking a court order forcing Smith to return control of the three S&Ls.

Chicago American-INP



Run on an S&L took place in Chicago not once but in three places, as depositors lined up to withdraw their money from three S&L associations controlled by C. Oren Mensik. The S&Ls were not insured, and two are stock companies whose lending practices led the Illinois State Auditor to close them.

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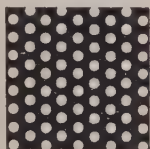


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Need of better houses at last stirs an AIA convention

President Chatelain raps architects and builders for creating 'bigger and better slums of the future.' Builders fight back and both agree to sit down to talk it over

The centennial convention of the American Institute of Architects may go down in building annals as the historic moment when architects and home builders finally stopped ignoring each other and got down to the serious business of housing America better.

For years housing has been the forgotten stepchild of the 12,000 organized US architects. Few state laws require hiring an architect to design a house. And the ablest architects—with a few notable exceptions—find bigger buildings much more profitable to create. AIA's merchant builder committee has not met for nearly two years.

Last month in Washington, things were different. As a record 4,200 architects convened at the garden-fringed Park Sheraton and Shoreham Hotels, not only did AIA talk turn to housing, but the architects found themselves in the middle of a page one ruckus with home builders.

'Smaller and smaller houses'

Keynoter Edward A. Weeks Jr., editor of *The Atlantic Monthly*, tossed a few warmup pitches at housing. He decried "smaller and smaller houses for larger and larger Americans." He damned picture windows that contractors place so as to "provide the inmates with a clear view of the public highway and its endless procession of motorcars." He scored the "lack of privacy" in today's homes and deplored inadequate community facilities—green spaces—in today's cities and suburban subdivisions. "It is not a pretty sight to see how the suburbs have devoured the orange and walnut groves in California," he cried. "In Seattle, which has one of the most beautiful sites in the US, one has to go 10 miles out of town to find a reasonably good specimen of Douglas fir." He warned that "urban sprawl" may be gobbling up 1 million acres a year of "woodlands, meadows, abandoned farms and marshes," converting it haphazardly into a "neon-lit, chromium-plated landscape."

'Bigger and better slums'

Next day, AIA President Leon Chatelain Jr. (who was re-elected to AIA's customary second term), buzzed a fast ball at both

builders and architects for creating "bigger and better slums of the future." He razzed builders particularly for designing homes "in a potpourri of styles whose overall result is limitation of the past and confusion about the present." He derided the center hall plan ("a mystic hangover from . . . a time of servants"), belabored the hapless picture window ("sometimes facing the identical house across the street") and complained about the split-level ("suited to a slope" but too often "sunk into a hole dug in the ground.")

As the *Washington Post* (circ. 390,000) reported on page one next morning, local builders promptly "roared out of their subdivisions to defend themselves against 'drawingboard dreamers.'" Retorted President Henry J. Rolfs of the Northern Virginia

Builders Assn. (whose homes won four awards last year, including one from an architectural jury): "The AIA philosophy is that no home is any good unless it is designed by a member of the AIA." James Pearson, executive secretary of the Washington HBA, called the talk by fellow-Washingtonian Chatelain "starry-eyed, unrealistic and unfair." Said Pearson: "He knows builders don't build slums; people make them."

'... the envy of the world'

Though stung, NAHB took a conciliatory tack. President George Goodyear suggested



GOODYEAR

H&H staff

that architects and builders sit down together to discuss Chatelain's "challenge to the industry." Wrote Goodyear: "Granting the need for constant improvement in our planning, design and construction techniques, the communities that have sprung up all over America's suburbia during the past decade are the envy of the world."

Chatelain accepted quickly. "Adequate housing," he observed, "demands the combined talents of both groups."

Chatelain blames architect indifference for many faults in US home building

AIA President Chatelain's celebrated convention speech was widely (but briefly) reported in the nation's press as indicting home builders for creating "bigger and better slums of the future." Actually, Chatelain put at least half the blame on his own profession for what he called the "fantastic monotony" that marks today's typical new housing. His remarks, so scrambled in many a newspaper version, are presented here in context (though still somewhat abridged):

"Talk about resolving the housing problem through legislation and the supposition that everything would be as it was if credit terms were made easier is little more than a mirage.

"The crash program of housing is over; the honeymoon is ended; there is a new, smart, tough and educated buying public already housed and waiting for better houses with better design before they buy again. There is growing selectivity. There is genuine buyer resistance, and with good reason.

"Our vast suburban housing developments are being built, in large part, with little or no understanding of the needs of contemporary society. The speculative builders' house, nine times out of ten, is designed in a potpourri of styles whose over-all result is imitation of the past and confusion about the present. The contemporary house is the most complicated building for its size in architecture. . . .

"Today's house is for family living in an era of emancipation and leisure time. Yet, with few exceptions, the house which is being built for today's living is a modern version of the grotesque 'carpenter's classic' of the Civil War. Its design shackles us to the living habits and household drudgery of past generations, since its form basically follows a function of household duties performed by servants, and we no longer live in a time of household servants.

"The old center-hall plan, a mystic hang-

over from the past, has been compressed into today's smaller tract so that today's version comprises a postage-stamp house with a tiny hall, a mite-sized living room, a tiny formal dining room, a tiny kitchen, and a tiny recreation room or den—this last a sop to informal living. . . . In the huge tracts of small houses, we have the fantastic monotony of the average temporary Army post. We still suffer from our hangovers of pioneer expediency. Just provide temporary shelter, we are told, and we can re-build everything later. . . .

"Besides succumbing to a psychology of expediency, we confuse ourselves by relating our philosophies to the automobile. The automobile, as one of our distinguished architects, Robert Anshen, remarked sometime ago, is a temporary contraption, and the reason for this is that it moves. 'A house does not and should not move.'

"What basic differences do we find in the \$25,000 to \$30,000 houses produced by our merchant builders? They sometimes buy architectural plans and, as a result, get one good design. But they don't know *how* to use it, or *where* to use it. The result is often a series of identical houses laid side by side on identical lots, and the sin is compounded in that the identity is based on a striking and valid design.

"What . . . about consumer attitudes?

"Then, finally, most of the good architects are already awfully busy."

What is the answer? Some design men think it may depend on younger architects—men who will take time to train themselves in the problems of merchant building.



CHATELAIN

[Chatelain cited these results of a study by the University of Michigan published by the Commerce Dept. in 1955]:

ITEM	Consumers Wanted	Industry Supplied
One-story	74%	86%
Brick or brick veneer..	32%	18%
Six rooms	40%	17%
Three bedrooms	50%	33%
Two bathrooms	47%	3%

"Instead of housing Americans as our national welfare demands, we are speedily building bigger and better slums of the future. You may say this is a harsh indictment of our home builders. Perhaps it is. But, and let us face it honestly, it is also an indictment against ourselves. With some very commendable exceptions, the architectural profession is neglecting its responsibilities to help Americans live in houses planned to satisfy modern needs and living habits, create a recognizable form of beauty and meet the demands of our economy.

"The reason has been economic. The practice in the profession has been for young architects, newly out of school or recently in the employ of a large firm, to take on house commissions and have the fun and profit of 'doing' a building. When they acquire more experience and status, they leave house-designing for bigger buildings and more profitable fields. The situation is roughly com-

IT AIN'T SO, SAYS FHA

The AIA convention fuss over what's wrong with US housing brought FHA rushing to its defense.

"The American home does not deserve all the criticism it is getting," the agency said in an FHA press release, stirred up by the architects' sniping. Since 1950, FHA-financed houses have been getting bigger, it noted.

The jibe that counter-dining will make soda jerks of Mr. and Mrs. America is also "undeserved," cried FHA. "The counter set-up alone is not typical of the dining area in FHA housing."

"My plea," added Commissioner Norman Mason, "is not to have fewer critics but more facts."

parable to medical internes undertaking brain surgery.

"We will never see the day when every American can have an architect individually design his home for his individual needs, wants and habits. Some other way must be found.

"This is a repugnant thought to the seasoned architect. . . . But the residential housing field provides a special case. . . . We must reluctantly abandon the idea of designing for individual needs and tastes, and design instead for the needs and tastes of the

Vince Finnigan



Award winners in Homes for Better Living competition sponsored by AIA, with cooperation of HOUSE & HOME, Better Homes & Gardens, NBC and 13 trade groups, were handed citations at reception during the convention. Afterward, 27 winning architects and builders posed for group photo. (For pictures of best homes, see pp. 104, 139.)

H&H staff



Need for planning was debated by economic panelists. Walter P. Reuther (l), president of the United Automobile Workers, called for a White House conference on housing, urban renewal and planning. He argued that revolutionary new technology (e.g. automation, atomic energy) and increasing leisure must be better related to planning tomorrow's cities and highways.

Panelist Emerson Schmidt (c), economic

research chief of the US Chamber of Commerce, scoffed at the idea, predicted it would lead to "another tremendous grant-in-aid program."

James Ashley (r), public relations director for Libbey-Owens-Ford, complained that the \$1-an-hour minimum wage is persuading US manufacturers to move abroad to nations with cheap labor. He urged tariffs be based on the differential between US and foreign wages.

new society as we recognize it. We must design on a mass basis, working together with builders, and lend guidance in land planning, produce accurate production drawings which will enable contractors to make savings that can be passed along to the consumer. . . .

"The field must no longer be left either to the imaginative pioneers—of whom, thankfully, we have a few—or to the young men just beginning. . . .

"We must restrain the bulldozer operator and leave to ourselves the gently rolling hills and slopes, our foliage and our trees. . . .

"We are beginning to see better prefabrication, although, as architects, we must admit dismay at some of the examples of prefabricated 'package' houses, which demand that either the plan or the site be altered to make it work. . . . The house 'package' dealers, as in the case with all fields of architecture, are creatures born out of vacuums. They move in only because there is no one else to do the task. The result is mediocrity and, in housing, it must be blamed upon the architect, who has thus far chosen to neglect his responsibility to the public. Our builders, by and large, are doing an excellent job of building. They know better than any comparable group how to build. Where we, as architects, can perform a great public service, is to use our professional training to help them know what to build and where to do it. . . . There are several systems of fees which are suited to architect-builder cooperation. . . ."

CANADA:

Starts perk up; builders expect 80,000 for year

Canadian house building is beginning to look brighter than it did during the first two months of the year. March starts (4,200) and April starts (7,200) were up to between 70 and 80% of last year's level. This would make an annual rate of something over 70,000. With the up trend, National House Builders Assn. officials expect 1957 starts to drop only back to the 1952 level of between 80 to 85,000. (Last year's score was 127,300.)

Government spokesmen cheerfully call this a reflection of boosting the NHA interest rate (from 5 3/4 to 6%) in January to keep money flowing. Builders are not so sure.

NEW FHA REGULATIONS

Septic tank grade boards

FHA has relaxed its requirements that staked grade boards be used in septic tank absorption fields. The change is based on findings by a special BRAB committee that other methods are just as good to get a proper grade in tile trenches (April, News) FHA ruled that any grade boards used must be specially treated wood or a species that resists rotting. The order relates to Part II, paragraph D4c in the minimum requirements for individual water supply and sewage disposal systems.

Stalled renewal projects

FHA and FNMA have agreed on a procedure to bail out urban redevelopment projects that were in an advanced stage of processing Dec. 3 when FHA raised its interest rate from 4 1/4 to 5%. For projects planned for 4 1/4 interest, the rate boost meant higher rents (\$2 per room per month) or a 10% lower mortgage.

Now, FNMA has agreed to buy mortgages on projects caught in this squeeze at the old 4 1/4% rate. However, local FHA directors have the authority to determine whether any one project needs such relief. Some are believed feasible at the higher rentals required under 5% interest rates. The procedure is outlined in FHA Operations Letter 225.

continued on p. 68



STAPLING MESH for poured gypsum roof. When a St. Louis, Mo., company started fastening wire mesh for poured gypsum roofs with staples, instead of plier-fastened hog rings, installation time was cut in half. Using the Bostitch H2B Hammer, this company finds that the wire mesh no longer pops up during the pouring and drying process.



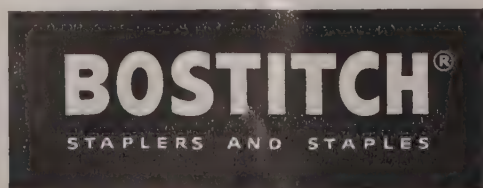
STAPLING METAL LATH in bathroom, this Dallas, Texas, tile contractor used to assign two men to install metal lath over sheet rock and studs in bathrooms. One man held the lath in position and held the nail while the other man hammered. With a Bostitch H2B Hammer, only one man is needed—and he does an even better job in one third the time.

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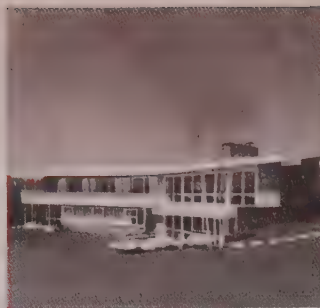
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CLOSING COSTS:

AIA, FHA chiefs deplore high fees in title changes; Levitt costs are clarified

The huge bite of closing costs is coming under attack by more and more industry leaders.

AIA President Leon Chatelain Jr. singled out closing costs for critical comment in his presidential address to AIA's centennial convention last month in Washington. Said Chatelain: "While the transfer of an automobile from one person to another may be accomplished within a matter of minutes at only a few dollars expense, the transfer of a house title is a cumbersome, aggravating and incredibly expensive procedure. This—in itself a psychological relic of the time when ownership of real property bespoke genuine wealth—keeps a great many people from being able to afford a new home."

FHA Commissioner Norman Mason says the building industry should aim at cutting closing costs. At a press conference in New Orleans, Mason observed: "Mortgage companies and the legal profession should devise some plan to keep down the number of items involved in buying property."

Cutting closing costs, as a few builders have discovered, can pep up sales. Mackle Co. of Miami helped boost its volume to 2,003 homes last year by slicing closing costs on a \$10,200 model to \$129 while some competitors were charging as much as \$347. Elbel Construction Co. in Kansas City says it has cut its closing costs to \$75.

Closing costs at Builder William J. Levitt's Levittown, Pa. development, however, do not fall in the same bracket. On an \$11,990 model, reports Mortgage Banker John Halperin, they total \$278.85. The \$30 reported to HOUSE & HOME by Saul Fromkes of New York's City Title Insurance Co. (April, News) covers only title search and policy.

Total closing costs are:

1% state transfer tax.....	\$117.10
1% in lieu of conveyancing.....	114.75
Title policy	30.00
Recording fee	14.50
Credit report	2.50

\$278.85

The buyer also pays tax and insurance.

Halperin, who actually handles Levitt closings, reports that Levitt does not absorb any of the costs of closing. Actually, FHA rules would permit it. Says FHA Counsel Adolphus Prothro: "All we regulate are the charges that the lender may impose on the borrower. There is nothing in FHA regulations that mentions the builder and closing costs." VA, since 1955, has had a regulation that "closing costs must be paid in cash by the veteran." VA requires a certification that the builder has not paid "any of the expenses in the closing of the loan which are properly chargeable to the veteran." But VA loan guaranty officials in Washington point out that a builder can "minimize" closing costs all he likes.

3 regional building code groups form council

A council of three big regional building code groups has been formed to correlate meeting dates and major questions faced by building officials.

Participating are Building Official Conference of America, International Conference of Building Officials and Southern Building Code Conference.

NEWS continued on p. 73

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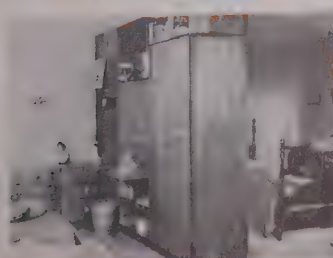
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It divides—It furnishes



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Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!

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New, low-cost Hotpoint Built-Ins can be installed *anywhere* nearest their point of use—under counters, in closets, in "dead corners" of L-shaped kitchens. No long pipe runs!

Also available are free-standing round and table-top models, Quick-Recovery Super Speed units, and cement-lined Perma-Stone models.

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An important announcement from Harnischfeger Homes, Inc.:

72 new low-cost homes now ready to help builders get fast, volume sales in today's tight money market!



Pictured here is a typical elevation of the FORESTON—one of the 72 basic models in this new Harnischfeger economy line. This model, with full basement, has 3 bedrooms, 902 sq. ft. and is 26' x 34'8". Shown at right is the floor plan.



Left-hand floor plan

Below: typical FERNDAL hip-roof elevation (slab or crawl space model).



New economy line designed and priced for families with incomes as low as \$75 per week!

The big profits in home building today are in *low-cost* homes . . . homes within practical reach of the low- to middle-income families.

To reach these families (your largest single home-buying prospect group), Harnischfeger has produced 72 new low-cost homes. Designed by L. Morgan Yost, F.A.I.A., nationally known architect, these homes represent the ultimate in quality and buy-appeal: more living space, more efficient kitchen, larger closets, spacious living room, three bedrooms . . . priced for quick sales!

These new Harnischfeger P & H homes make it possible to achieve pleasing variation in any subdivision through a wide selection of side and end elevations; choice of left- or right-hand floor plans; hip or gable roofs, optional roof dormer, trellis porches and one or two-car garages.

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MATERIALS & PRICES:

Home building slump produces serious, but spotty, unemployment

Unemployment in the building trades, a direct consequence of the home building slump, has reached serious proportions in several big cities. But it apparently is not a national pattern.

A HOUSE & HOME survey of 13 cities shows that where there is any unemployment at all, there is a lot of it. It averages 20% of the work force of affected trades in nine cities where it was found. The range: 10% (Los Angeles) to 33% (Tulsa). Carpenters, the trade most dependent on home building, have been hit hardest. Says a St. Louis carpenters' union official: "Our men are standing outside the [hiring] halls, waiting for a job. It has been a winter of depression for some of them, living on unemployment compensation."

Other union unemployment reports: Denver, 25% of all trades; San Francisco, 1,000 of 4,500 carpenters; Los Angeles, 10 to 15% of all trades, with carpenters hit hardest (4,500 of 31,000); Portland, 2,500 of 7,500 carpenters; Houston, serious unemployment among carpenters; Detroit, 25% of 45,000 to 50,000 tradesmen out of work; Philadelphia, 14% of 35,800 tradesmen.

Nationally, unemployment in the building trades is still not serious, the Dept. of Commerce claims.

Commerce cites Census Bureau figures showing that the unemployment rate in the construction industry was 12.7% in the first quarter of this year—*actually less than in the first quarter of 1956 (13.7%) and 1955 (15.1%)*.

The explanation: in some cities housing starts have run counter to the national trend, are even running ahead of last year (as in Pittsburgh and Cincinnati). In many more cities, commercial and industrial construction have taken up the slack in housing (as in Cleveland and Fort Worth).

Building trades continue to win whopping big wage hikes in new long term contracts, even in areas hit by unemployment.

First quarter labor pacts give building tradesmen immediate hourly boosts averaging 14.6¢ and deferred boosts under three year contracts of 12.8¢ and 10.5¢ per year, says the Bureau of National Affairs. Some recent settlements:

Northern California: Carpenters won 22½¢-an-hour now (new hourly rate, \$3.22½), 15½¢ more next spring and 10¢-an-hour for a pension fund in 1959. The pact is for five years with a wage reopener option in 1959. General contractors in the same 42 counties gave laborers 18¢ an hour increase each year of a five-year contract. (Present hourly wage: \$2.32½.) Home builders condemned the pact and threatened to repudiate it and negotiate with all trades separately. They charge the AGC "sold us down the river."

Washington: Contractors signed a two-year contract with laborers providing 10¢-per-hour more per year. (Present hourly wage: \$2.10.) Painters agreed to a 50¢ package spread over three years. (Present hourly wage: \$3.05)

St. Louis: Carpenters and laborers signed three-year contracts providing for 10¢ more per hour and 2½¢ welfare contribution immediately and 37½¢ more over the next two years. (Present wage for carpenters: \$3.32½. For laborers: \$2.37½.)

Philadelphia: Carpenters accepted a 40¢ three-year package, 15¢ now, 10¢ next year and 15¢ the next. (Present wage: \$3.38½.) Laborers won a five year pact, 15¢ now, 10¢ in 1958 with wage reopener in 1959. (Present wage: \$2.10.)

Miami: Carpenters demanded and won a 52¢, three-year package from contractors and builders: 12¢ now, 5¢ Oct. 1, 15¢ April 1, 1958, 5¢ Oct. 1, 1958 and 15¢ April 1, 1959. (Present wage: \$2.88.)

MATERIALS BRIEFS

Producers' earnings decline

The drop in housing starts is beginning to show significantly in the earnings of some big building materials makers.

A sampling of first quarter reports shows nearly uniform declines in earnings for gypsum and lumber companies and plumbing suppliers.

Manufacturers are letting stockholders know the reason for this declining rate of sales and earnings. Chairman Herbert Abraham, of Ruberoid Co. told stockholders at their annual meeting: "Lower sales volume was due to the decline in new residential construction. . . ." Joseph A. Glazier, president of American Radiator and Standard, had a similar explanation but added an attack on the government's tight money policy. He called for "consistent and constructive government policies in the light of housing needs."

Some first quarter reports:

Company	Net Income in Millions of \$		Earnings per common share	
	1957	1956	1957	1956
Minn. Honeywell ..	\$5.2	\$4.5	\$0.79	\$0.69
U.S. Steel	115.4	104.1	2.03	1.83
Weyerhaeuser	9.3	11.3	.38	.46
E. L. Bruce	0.43	.27	.13	.87
Geo.-Pacific	1.9	1.8	.60	.75
Lone Star Cem....	3.2	2.7	.45	.37
Ruberoid67	.66	.45	.45
Bestwall Gyp.54	4.7	.77	1.53
Certain-teed25	.13	.12	.07
Pitt. Glass	13.2	15.7	1.34	1.59
Amer. Stndrd.	3.1	5.7	.45	.48
U. S. Gypsum	—	—	1.00*	1.20
Johns-Manville	2.9	4.1	.41	.64

* estimated

Nat'l Gyp pushes diversification

National Gypsum Co., its first quarter sales and earnings down, is moving ahead swiftly with a diversification program.

Purpose: to put more emphasis on products for commercial and industrial use, less on those for home building (Feb., News).

National Chairman Melvin H. Baker told stockholders that the firm is negotiating to buy two more companies, one a maker of dolomite (used in steel making) and the other a ceramic tile producer. Both purchases would be through stock exchange.

With home building products now accounting for 65% of sales, National Gypsum's earnings dropped 34% and sales 14% in the first quarter of 1957. Baker said he would like to reduce sales to home building to 40 or 50% of the total.

Freight rate hike fought

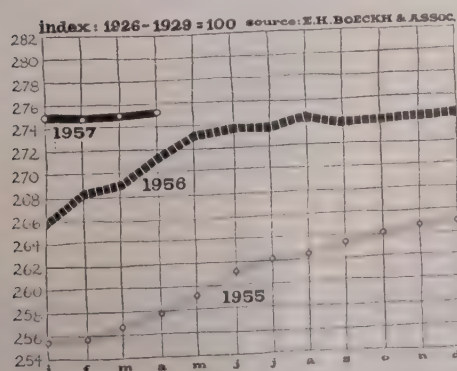
A big freight rate increase may only depress housing without helping the railroads.

With this warning before it, the Interstate Commerce Commission will sit down June 3 to hear final oral arguments on petitions of for a freight rate hike—up 15% in the South and up 22% in the East and West.

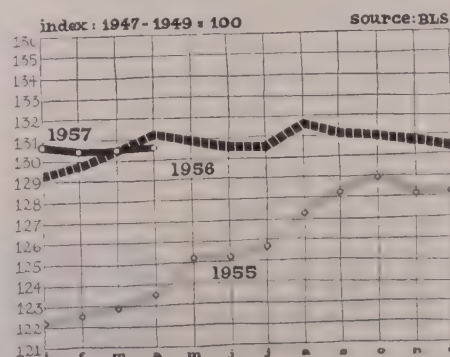
The warning comes from Miles L. Colean, Washington housing economist speaking for the Natl. Assn. of Retail Lumber Dealers.

Colean tells ICC that the rate increase

continued on p. 76

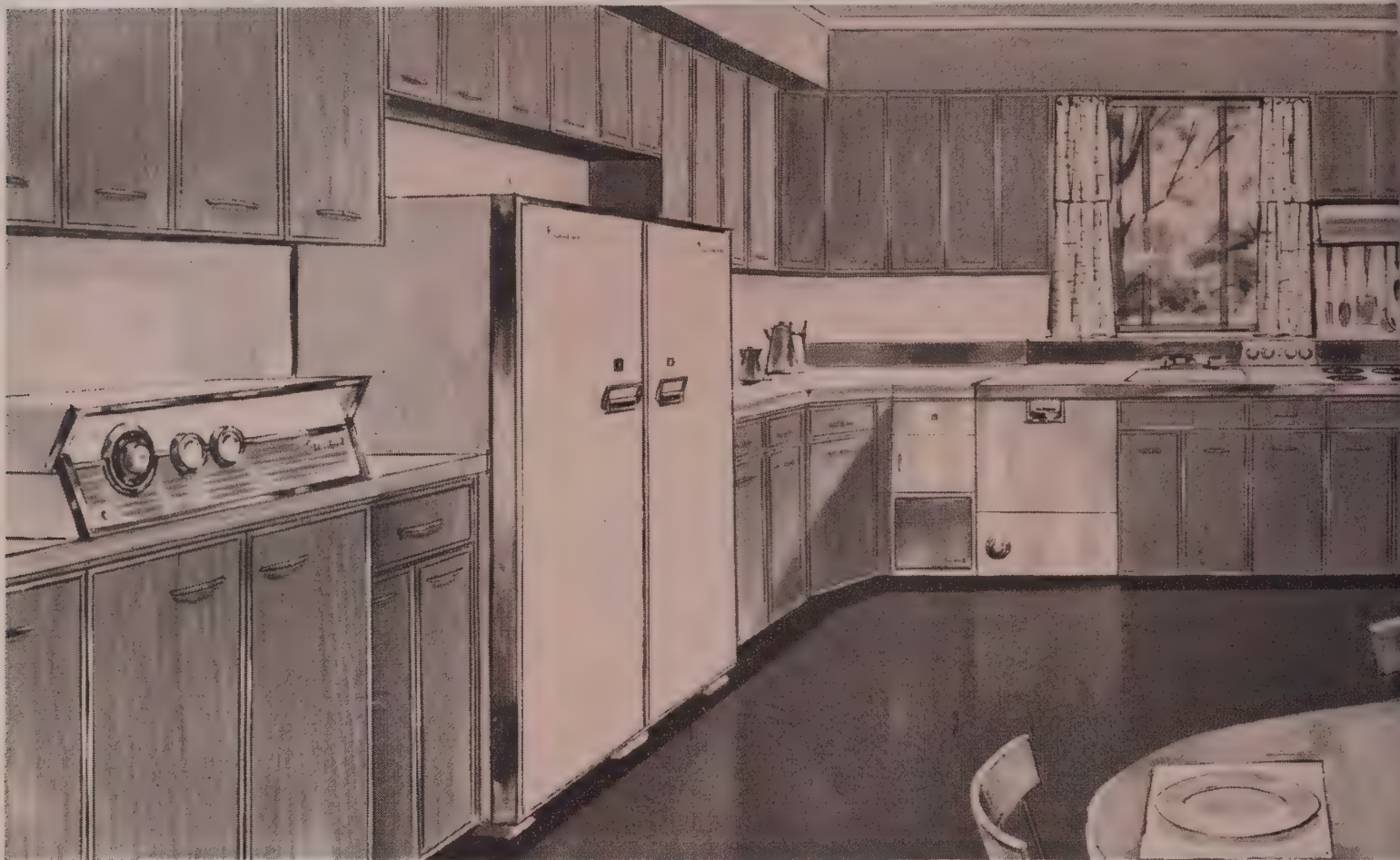


Boeckh's index of residential building costs rose 0.5% to 275.3% in April, practically all attributable to wage increases. Warns Boeckh: "Dozens more labor increases are expected in the next few months." Boeckh says building materials "are getting their heads pushed in."



Materials prices moved up 0.2% to 130.7% in April, the first increase reported by BLS since last August. The index is still 0.6% under the level of April 1956, however. Reason for the latest increase was a 4.2% jump in the price of structural clay products.

NEW! RCA WHIRLPOOL



Look what interchangeable door and drawer fronts mean to you!



You don't have to put on the doors or drawer fronts when you install these unique new cabinets! Just install the shells — and let your prospect pick either white, pink, yellow, limed oak or fruitwood finish. Best of all — there's no chance that the doors will get marred or scratched before the house is sold.

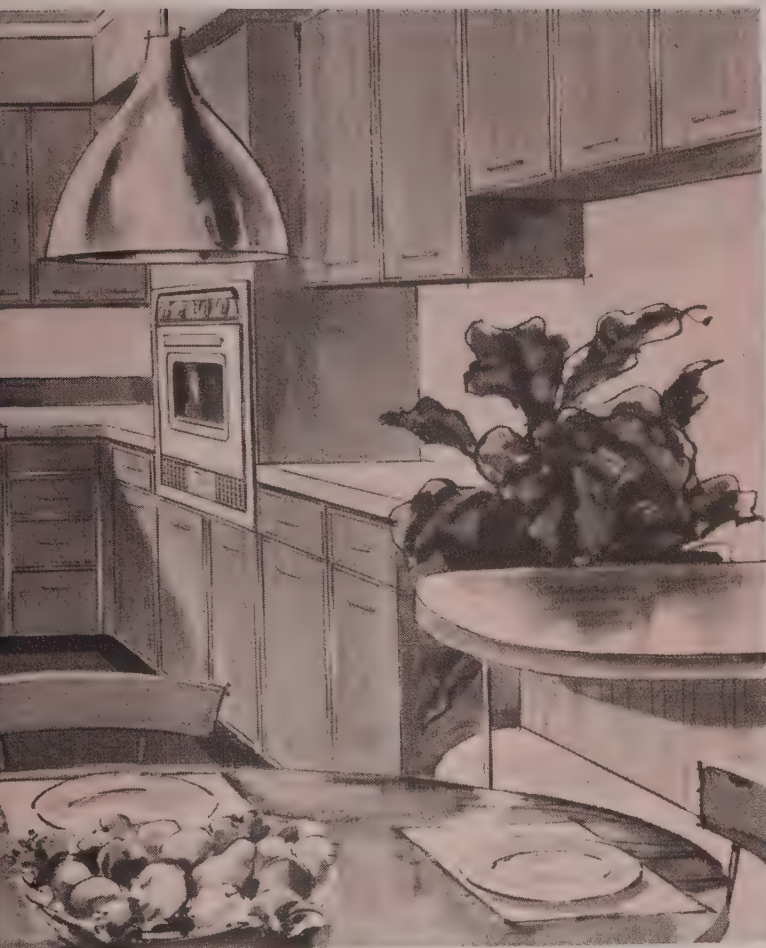
When the house is sold, all you do is snap on the doors and drawer fronts in a matter of minutes. You won't need tools of any kind — and one man can do it, easily. Call your RCA WHIRLPOOL distributor now — get the full details on these new interchangeable-door and drawer front cabinets that let you custom-style every kitchen!



RCA Whirlpool

It's easier to sell homes equipped with RCA WHIRLPOOL than sell against them!

COMPLETE KITCHENS



KITCHENS ARE NO PROBLEM WHEN YOU SEE A "SPECIALIST"

No matter where you are, there's a local RCA WHIRLPOOL distributor who is ready to give you complete kitchen service — from planning to selling. Call on him in the design or blueprint stage — before you start construction. He'll give you tips on how to save time and money.

ASK ABOUT:

- Advice on designing kitchens
- Kitchen planning service
- Installation aids
- Servicing of appliances
- Merchandising materials
- The all-steel Custom line of cabinets

Now... a full line of cabinets and appliances design-coordinated to sell your homes faster!

Ready now — a *complete* line of famous quality RCA WHIRLPOOL appliances and cabinets that will make your homes prospect-preferred . . . brand new interchangeable-door cabinets . . . sinks . . . food waste disposers . . . automatic dishwashers . . . refrigerators . . . freezers . . . built-in and free-standing ranges . . . a washer-dryer combination . . . automatic washers and dryers.

Think of it — from *one source* you can get all the equipment you need — in a choice of decorator-colors — *design-coordinated* to install better, to look better, to sell better.

And, remember — the quality of your home often is judged by the quality of its appliances. So it will pay you to put the quality of RCA WHIRLPOOL appliances into your kitchen and utility room where prospects can see the brand name they know, want, and buy!



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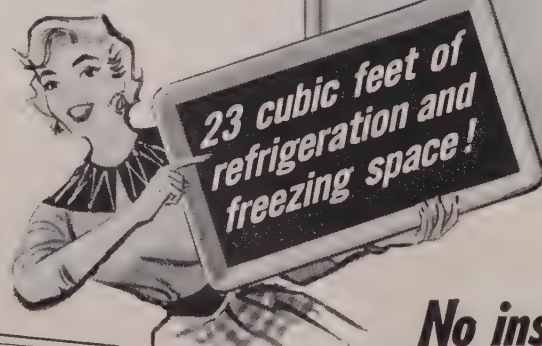
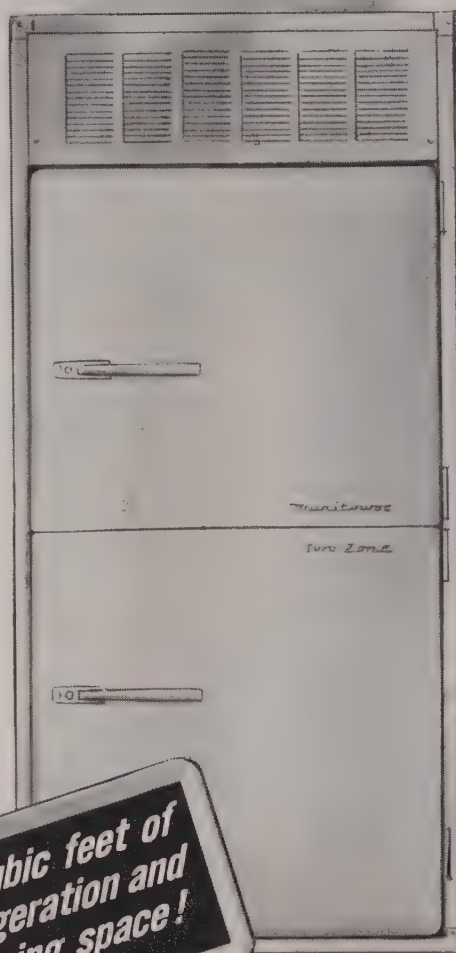
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built-in refrigerator-freezer

Compactness for small home planning, bountiful living for your luxury homes, and the only truly full-size capacity combination for modern families. A 10 cubic foot refrigerator featuring *Cold-Flo* to dissipate frost before it forms — and 13 cubic foot, 455 pound capacity freezer with superfast, supercold freezing anywhere in compartment. Highly adaptable, left or right doors, smart new squared-up styling, choice of beautiful satin stainless or prime coated (door only) finishes.

You really make it a dream kitchen — delight the housewife, who makes or directs those big home-buying decisions — with a 1957 Manitowoc built-in 2-Zone.



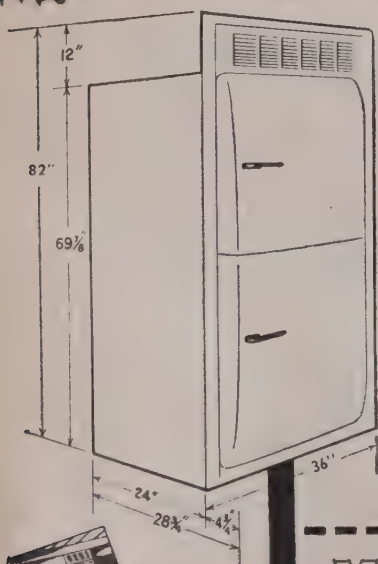
**No installation
more simple than this**

Manitowoc built-in 2-Zone is a *completely equipped package* — all ready to slide into built-in space. Takes only six simple steps to install!

Single compressor is part of the unit — mounted in place, ready for superbly efficient operation.

Bigger by 10-cubic-foot average than any other similar unit — but requires little more space, if any. Only 36" wide, normal cabinet depth.

Plan the kitchen that sells the house — with the biggest and best that modern families *need* — Manitowoc's built-in 2-Zone.



Mail the coupon today for complete details on features and specifications of the new Manitowoc built-in 2-Zone.

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Manitowoc, Wisconsin

Please send complete information, without cost or obligation, on the new Manitowoc built-in 2-Zone.

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Firm.....

Address.....

City.....Zone.....State.....



would add \$150 to \$300 to the cost of the average house—for lumber alone. (He estimates the hike would add \$6 per mbf, about 5%, to the cost of lumber.)

"The effect of the proposed increase will be all the more crucial because it comes at a time when, as a result of the decline in activity, residential construction costs have recently shown increased stability," he says.

Colean contends that a rate hike would be self defeating for the railroads. "Any increase in shipping costs at this time will add significantly to home building costs. Present profit margins make certain any increase must be passed on to the [home] buyer. And . . . this may further dampen activity, resulting in lessened business for all concerned, including the carriers, producing serious implications for the economy as a whole."

Economist Colean backs up his statement with a letter from A. D. McKellar of the Forest Products division, Dept. of Commerce, estimating that the freight rate increase would add \$131.2 million to the price of homes—based on an annual production of 1 million units.

NRLDA's argument (first it has made against a proposed freight rate increase in 20 years) fortifies one already made to the ICC by Builder Bill Levitt (April, News). Levitt estimated the proposed rate hike would add 0.8% to the sales price of his homes. This ranges from \$96.80 more on the \$11,990 model to \$178.50 more on the \$19,500 model.

Lumber market still soft

How much blame for the lumber industry's slump should be put on poor merchandising and lack of cooperation between western and southern lumbermen?

As much as is put on tight money and the drop in housing starts, say some important lumber producers. The 1957 lumber market will be a weak one with little or no summer upswing, these lumbermen predict.

Only significant change in forest products in the last month was a pickup in plywood sheathing orders. This drove price for 5/8" CD from \$94M to a \$102-\$105M range. But a year ago the price was \$122M.

The fir market is still slow. Range on 2x4 rough green randoms is \$63 to \$65M. Western pine continues to drag. Southern pine has had an occasional week recently with orders above output. Prices are reported firmer.

Battle of the Boards; finis

Standard thickness of a 1" board will remain 25/32" the American Lumber Standards committee has decided.

Meeting in Washington in May—just 13 months after the celebrated Battle of the Boards began—the committee voted against the 3/4" standard sought by West Coast fir producers. Theoretically, the 1" board produced by the western lumbermen will now be considered substandard and unacceptable on FHA financed houses—as FHA ruled 14 months ago when it refused to allow its use for a short time (June '56, News et. seq.).

But the West Coast fir industry, while losing the "battle" seems to have won the war.

FHA has been allowing use of the 3/4" board "temporarily" pending the ALS ruling. Meanwhile officials have canvassed FHA district offices and found no real objection to the thinner board. Result: Though the fir board is 1/32" too thin, FHA will continue to allow its use. At its height, the Battle of the Boards was carried into Congress as west coast Congressmen protested FHA's short-lived ban on the 3/4" board.

NEWS continued on p. 80

PUBLIC HOUSING:

Official probe confirms major troubles in New York

Public housing in New York City is so beset with crime, vandalism and racial tension that its private police force must be doubled—in a hurry.

City Administrator Charles F. Preusse has handed that advice to Mayor Robert Wagner after an investigation of charges that the city's 83 projects are so mismanaged they are on the way to becoming slums.

Some 350,000 people live in New York City public housing—a population bigger than that of Jersey City, Atlanta, or Toledo, O. Their 90,000 units are policed by 244 special cops. Preusse recommended upping the force to 548 at an additional annual cost of \$1,370,000, which would have to be borne by the federally-subsidized housing authority (i.e. by taxpayers across the nation). He also urged reorganization of the police to permit more flexible deployment of manpower to trouble spots.

Racial powder keg?

Mingling of racial groups in some projects has created a situation "so sensitive as to be potentially explosive," Preusse warned the mayor. This is why his police recommendations are "urgent," he explained.

Preusse's staff classified 20% of the city's projects as marked by "heavy vandalism and serious disorder," and another 29½% as

plagued by "constant vandalism of petty nature." Preusse blamed most of the trouble on a "relatively small number of families and intruders from outside," mostly teenagers. Most prevalent types of vandalism, he reported, are "smashing of windows, breakage and theft of light bulbs, defacing of corridor walls, defacing and scratching of painted surfaces, slashing of fire hoses, ripping off of copper roof flashing, trampling of grass and shrubbery and sabotaging of elevators."

Director quits

Two days before Preusse reported, Warren Moscow, \$20,000-a-year executive director of the housing authority, submitted his resignation. Moscow, a former political reporter

for The New York Times, said he planned to enter private industry. He has held the housing post for two years.

The ruckus over public housing in the city where it is most strongly entrenched began in February when the New York *Daily News* charged that mismanagement and Communist infiltration among authority employees had let so many of the city's projects deteriorate that it would take tens of millions of dollars to repair the damage (Apr., News).

Preusse's first report covered only policing. But he said he had found "grave management defects that cry for correction" and that "a substantial part of the housing authority's management structure will need overhauling for better operation."

MODERNIZATION:

Should OHI become permanent drive? Leaders ponder plans to make it so

Leaders of Operation Home Improvement are trying to rally enough industry support to make their fixup promotion program permanent.

They are getting expressions of support from most industry groups, and strong backing from Sears, Roebuck Co. (which has probably done more than any other US firm to make one-stop home improvement a reality). They are also encountering foot-dragging and veiled opposition from some industry groups—notably NERSICA—which seem to fear competition.

The big question is: can a permanent OHI be financed? OHI Chairman Paul B. Shoemaker and Managing Director Don Moore are talking about a group financed by membership dues (perhaps \$100 from manufacturers and \$25 a year from local dealers, contractors and lenders) instead of underwriting to the tune of \$1,000 to \$5,000 by big materials firms and associations.

Some experts who have had experience with fund raising contend that getting \$100,000 through memberships would be a challengingly hard job. And OHI leaders feel a \$100,000 budget is "awfully low to accomplish much." On the other hand, OHI fell short for a time this spring of raising this year's \$175,000 budget from manufacturers' contributions, sliced its staff in half and curtailed promotional work.

OHI has sent out 8,000 questionnaires to readers of its newsletter asking whether the campaign should be made permanent, and on what basis. The first 102 returns (from a separate mailing to 500 industry leaders) produced a 97-4 straw vote for carrying on. A heavy majority also favored forming a directorate of one member from each of 50 trade associations and one member from each state, with a 15-member executive committee. Returns endorsed changing OHI's name to National Home Improvement Council, in part to avoid conflict with the Oil Heat Institute.



SHOEMAKER

Seventy of the first 102 returns favored writing a code of ethics for local groups to use in fighting gyp repairmen. (Many a thoughtful housing man says the black eye the modernization industry gets from fly-by-night operators is its worst problem.)

Some 50 materials executives, association leaders and lenders discussed these and other aspects of putting OHI on a permanent footing last month in New York. Upshot was an offer by the OHI-sponsoring US Chamber of Commerce to call another meeting in Washington this month to crystallize the form of organization.

Fred Hecht, general merchandise manager for Sears Roebuck, told the New York huddle that Sears feels home modernization "is the single biggest opportunity on the sales horizon—for the industry." He said Sears expects its remodeling business to jump 10% this year, although gross national product will probably rise only 5%. Sears, moving fast to grab the developing one-stop modernization market, has put OHI booths in more than half its 700 retail stores, Hecht said. In all 700, coordinators have been named to see that divisions selling wiring, roofing, heating and plumbing equipment pull together to sell remodeling. (Sears will arrange the financing, too, either on its own plan or under FHA Title I.)

Sears strongly backs making OHI permanent, Hecht said, because the fixup industry cannot tap its enormous market potential with piecemeal efforts. "The market is so big, so almost virgin, so unexploited, there is room for everyone," he asserted. He argued that if the industry lets OHI die now—only a year and a half old—it should ask itself: "Does OHI mean Operation Home Improvement, or Only Half Interested?"

Pittsburgh forms ACTION group to fight slum growth

Proud Pittsburgh, justly famous for its industrial comeback, downtown revival and general renaissance, is getting ready to tackle the toughest problem of them all—housing.

The need for action is obvious: ugly decrepit slum buildings, blackened piles of

continued on p. 80

Public housers crack down on tenants with big cars

How many expensive comforts of 20th century living should public housing tenants enjoy while housed partly at the taxpayers' expense?

The problem has long plagued local housing authorities. Last month, it cropped up again on both sides of the nation, with widely differing results:

In San Pablo, Calif., the housing authority took a hard look at television aeriels and high-priced autos at its Vista Del Camino project—and went into a tizzy. It ruled that residents whose combined auto and TV payments total more than their monthly subsidized rent (\$11.50 to \$85) will be ejected.

In Miami, Fla., a survey by the Miami *Herald* of "a few blocks" outside projects disclosed seven late-model autos and two brand-new ones owned by public housing tenants (see photo). "We know," sighed Authority Director J. T. Knight, "that it is bad public relations to allow these people to keep their new cars. But what are we supposed to do? Inside a federal housing project as well as out, a man is free to go in debt over his ears as long as he pays his rent on time."

Two of the nine tenants with snappy autos were discovered to be over the income limit for continued occupancy. One came as a surprise to the housing authority.

Miami Herald



AT MIAMI PUBLIC HOUSING: '57 MODEL CARS

an important announcement:

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Now BETTER THAN EVER with



**SUPER
SATIN
SURFACE**

... the new microseal surface-treating process that gives REZO doors a finish so satin smooth you'll hardly believe your fingertips as you feel it!

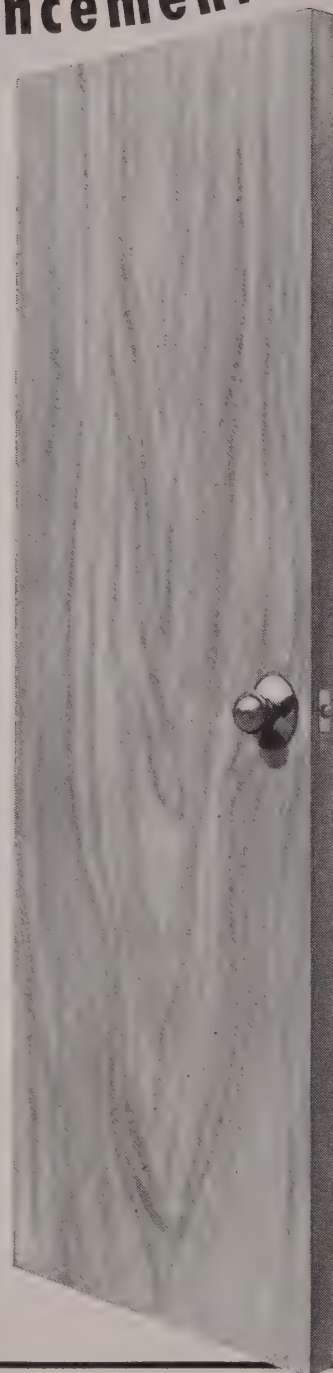
Paine REZO Doors are now available factory-treated with the new SUPER SATIN SURFACE microseal process. This amazing new process, using special equipment, applies a penetrating solution followed by the application of heat and pressure which results in a "fusing" of the wood lignin and SUPER SATIN SURFACE additives to microseal the surface. It resists soiling, eliminates grain and fiber raising, provides uniform surface texture — hand rubbed in appearance, and "brings out" the natural beauty of the wood. Takes wax, stain, varnish, lacquer or paint with *better results* than you've ever known before. Words cannot describe the difference this new process makes. You have to feel it yourself to believe it! Write for full details today.

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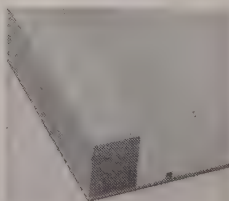
*America's finest flush doors are
Rezo doors with all wood grid core*

and they are made only by

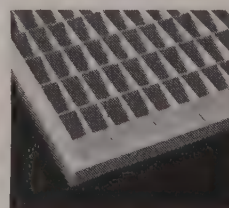
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Air vents in Rezo Doors help equalize moisture content inside.



Rezo's all wood grid core assures rigidity, strength, light weight.



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A lifetime switch that is tops for quality, reasonable in price and up-to-date in quiet action. Everyone is switching to Leviton Quiet Switches... the modern switch for homes, institutions and industry.



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offer luxury features
at practical prices!*

Homes equipped with Chelsea cooling and ventilating units have terrific extra sales appeal yet the cost is so low that installation is practical for homes in any price range. Attic fans for complete home cooling, kitchen and bathroom ventilating fans and kitchen range hoods are luxury features that can easily turn prospects into buyers. By planning now — while your homes are under construction — installation is so easy that costs are negligible. Get the details from

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All Chelsea Attic Fans have the exclusive

"Floating Action"

CHELSEA FAN & BLOWER CO., INC.
PLAINFIELD, NEW JERSEY

No. 59-28

continued from p. 77

boards tumbling down the hills surrounding the city. Richard King Mellon, himself, Pittsburgh's Mr. Big, bluntly told his fellow townsmen: "It [housing] is our number one problem."

Ironically it is the Allegheny Conference on Community Development which is taking the lead in Pittsburgh. The conference refused for years to make housing a vital part of its program for Pittsburgh's reawakening. But with Mellon's blessing, backed by a solid fact finding study recommending a new housing organization, the conference has joined the 30-year-old Pittsburgh Housing Council to form the Allegheny Council to Improve Our Neighborhoods-Housing Inc. Says City Planner Park H. Martin, Allegheny Conference's executive director: "Pittsburgh has now developed a housing conscience."

ACTION-Housing Inc. must still prove itself. Officers are just being elected and good intentions remain to be converted into concrete acts. But Pittsburgh Mayor David Lawrence has told the leaders of the group (who include 50 of the city's top business and civic leaders) that he is confident Pittsburgh can eliminate all substandard housing in the city within 10 years. "Nothing needs our attention more, nothing can benefit the community more . . . so let's get to work on it."

Formation of ACTION-Housing was announced as the touring road show of the US ACTION organization made its presentation in Pittsburgh. ACTION supplied much of the encouragement and information on methods to the Pittsburgh group.

New York cities get new power to condemn slums

A new law now gives New York communities sharp powers to wipe out pockets of blight without blasting whole neighborhoods off the map à la Robert Moses.

Gov. Averell Harriman has signed a bill that lets a town or city designate an area for rehabilitation and seize property by eminent domain if property owners do not fix up their buildings. Up to now local governments could not condemn slum buildings unless they qualified as a hazard to life or the land was needed for a redevelopment.

The new law is expected to be particularly helpful in the suburbs where (as on Long Island) some towns have areas they want to renew where some buildings should be demolished, some repaired. Such neighborhoods far outnumber slum blocks that should be razed completely. But such is the inertia of rural-dominated state legislatures that only New York and Illinois have selective condemnation laws (New York's law was modeled on Illinois'). Such is the vested interest of redevelopment officials in big projects instead of little, financed-at-home ones that neither HHFA, URA nor NAHRO has been carrying a visible torch for this kind of badly needed enabling legislation.

Harriman vetoed two other significant bills passed by the legislature:

- A measure barring from public housing any members of organizations held subversive by the state. The governor commented that such laws have been held unconstitutional in other states.

- A measure which would have let Westchester County towns levy school taxes on a home from the date it is completed—not from the date it gets on the tax roll. The idea is aimed at easing the burden of financing schools and other community facilities in fast-growing areas. Gov. Harriman said the bill was so poorly drawn it did not actually accomplish its purpose.

CLOSEUP: Norman Mason's FHA—new men, concepts, directions

"In the opinion of the committee, Commissioner Mason is one of the finer administrators in government in every regard."—House appropriations committee, in its report on the independent offices bill.

Such testimonials are rarely accorded federal officials by Congress. They are rarer still from a Democratic Congress to a Republican administrator.

But FHA Commissioner Norman P. Mason is a rare kind of bureaucrat.

When he took over three years ago, FHA was in a tailspin. The windfall scandals (for which he was not responsible) had just led the White House to oust Guy Hollyday as commissioner, after only a year in office. More important, the furor generated by the headline-catching Congressional probe that followed rapidly demoralized FHA's 6,000 staffers. In Washington, so many heads rolled in the FHA house cleaning engineered by HHFA's redhaired William F. McKenna that for a time Mason found he did not even have one assistant or deputy commissioner—and thus nobody but himself authorized to sign mortgages. New appointees had to learn the ropes from scared career men under them. Across the nation, the hubbub impressed on every FHA underwriter, on every FHA appraiser a new fact of life: he might be investigated by Congress for overvaluing property, but never for undervaluing it.

The obvious result brought equally obvious consequences: FHA's share of federally-backed new housing units shrank from 48% in 1953 to 37% in 1954, 33% in 1955 and 34% in 1956. What happened? Just what a former president of the Mortgage Bankers Assn. predicted when the FHA storm broke: "Builders will go VA until this blows over."

Return to grace

This spring, the signs are out that the storm is over. The housing industry again looks on FHA as a member of the club, not a pariah. The fact that FHA has reversed the three-year trend and is now getting a bigger share of the combined FHA-VA market, of course, is more attributable to VA's politically-frozen 4½% interest rate than to anything FHA has accomplished. The symptoms of renewed understanding are more subtle, so far. Items:

- At NAHB's recent conference on rental housing, held at the National Housing Center, some of the builders involved in windfall cases sat down around the conference table with top FHA brass for the first time in three years without fighting.

- FHA's top people are getting down to holding meetings with leaders of all the trade groups in housing. FHA's pitch: what can we do to make things better. It all sounds simple, but it would have been unthinkable for FHA four years ago. Its first meeting came last month, when Mason and his able deputy, Charles Sigety, sat down with a committee from the Mortgage Bankers Assn. The MBA crowd, who have long rankled over the ouster of former president Hollyday, came to the meeting, in the words of one participant, "loaded." One thing that irked some of them, it developed, was verifying FHA's annual billings of insurance premiums due on outstanding mortgages reporting any errors to the agency. It is expensive. Across the nation, it probably costs mortgage men several hundreds of thousands of dollars a year. But mortgage men kept checking lest non-payment of a premium cause the mortgage insurance to lapse. Commissioner Mason looked into it, and an attorney wrote MBA that failure to pay a premium will not invali-

date FHA insurance. Knowing they can rely on FHA's billings rather than their own double-checking, many a mortgage man will now be in a position to cut his operating costs.

Consumer manuals, pilot projects

Today, FHA is moving and shaking itself in new directions. Two items—probably revealed here for the first time—illustrate:

Photos: Walter Bennett



FHA COMMISSIONER MASON

In three years: a new look

- FHA will get out a Home Buyers' Manual. Earlier FHA regimes would have been struck dumb at the thought. Mason thinks the FHA buyer should have a practical fill-in on what to expect from builders and lenders—and on what parts of his house he must care for himself. The 24-page pamphlet will probably be ready for distribution this summer.

- FHA will soon begin experiments with a new loan processing method designed to spread FHA finance to small towns. Local banks or mortgage men will originate and service the loan, using fee appraisers (perhaps from the bank's staff) to set the FHA valuation and make construction inspections. Mason plans to test this first in about six towns of 15,000 population as a pilot project.

The old heritage

From its birth in 1934, FHA has regarded itself as an insurance agency, not a trail-blazer for new ideas to reshape a notably backward industry. FHA's appraisers generally took the marketplace dictum: what is, is right. Few would quarrel with the premise that FHA ought to be run as an insurance outfit, not a subsidy agency. But by looking ever backward at what the market had already accepted, FHA grew more and more

conservative. To some critics, FHA in the early 50's seemed somewhat like a life insurance company that wanted to write policies only on immortals. Ossified chief architects, almost a law unto themselves under FHA's dual system of command, banned contemporary architecture in some districts simply because they didn't like it. Property requirements had become dated.

Worst of all, FHA took the attitude that what it did (as long as it earned the Treasury a profit) was nobody's business but FHA's. A newspaper, for instance, would go to bat for home buyers who were having trouble with a builder over, say, drainage or finishing the promised lawns. The local FHA office would simply say: "We don't guarantee anything to the public; we just insure lenders."

By the regime of Commissioner Franklin D. Richards, FHA had grown monolithic, immobile and fearfully resentful of criticism.

The Eisenhower reshuffle

When the Eisenhower administration took office in 1953, FHA was called upon to play a major role in the big reshaping of housing policy that became the Housing Act of 1954. The '54 law (it is a miracle that the windfall scandal did not smother it) wrote the concept of urban renewal into the statute books. And it gave FHA one of the most vital jobs to help make renewal work: Sec. 220. This had been a pet project of Commissioner Hollyday, who realized FHA insurance was necessary to make slum clearance with private capital work. The fright that settled over FHA in the wake of his departure is undoubtedly a big reason why the agency has been able to accomplish little with Sec. 220 up to now.

Today: a new animal

To a large degree, the suspicion and animosity generated by the windfall investigations probably has diverted attention from the overhaul Mason & Sigety have given FHA. They have modified and rebuilt bit by bit. Today, builders and lenders suddenly find they are dealing with a different organization.

Taking over, Mason proclaimed: "We're going to live in a goldfish bowl from now on." No longer were FHA directives to be issued in semisecrecy. (It took a long time for this revolution to filter down to third echelon staffers and field directors, but it has). Mason encouraged FHA's 75 field directors to form local advisory groups from among builders, lenders, realtors and others with an interest in FHA. On the national level, he has appointed perhaps a dozen committees of top experts from industry to help revamp FHA policies. The most dramatic result of

continued on p. 84

FHA'S KEY AIDES



Deputy Commissioner Charles Sigety, 34, former New York lawyer, attended Harvard Business and Yale Law Schools, taught at Yale and Columbia.



Asst. Commissioner for Operations is Cyrus B. Sweet, a former Fresno, Calif. lumberman and past president of the Natl. Lumber Dealers Assn.



Asst. Commissioner for programs Thomas F. Johnson, 36, helps plan new policies, runs FHA's statistics division. Johnson has a Ph.D. in economics.



KEYMESH lath for over-
all reinforcement.
Made of galvanized
woven wire. Especially
recommended for
ceiling construction.

why invite FIRE?

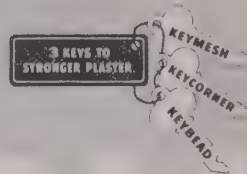


KEYCORNER strip lath,
preformed to fit snugly in
corners. Lies flat when
applied to joints.
Galvanized to prevent
rust streaks.



KEYBEAD corner lath
with precision formed
bead for outside corners.
Open mesh assures
strong, solid plaster
corners.

you multiply fire resistance for pennies per square foot with



Some types of walls and ceilings invite fire.

When you use lath and plaster, plus KEYMESH, you cut fire hazard immeasurably. Just compare the difference.

With frame construction, a ceiling with exposed joists is gone in 15 minutes. Finished with gypsum lath, lightweight aggregate plaster and Keymesh, it stands up an hour and 38½ minutes.

With open web steel joists, the ceiling fails in 7 minutes when joists are exposed. Add gypsum lath and 1" of lightweight aggregate plaster over KEYMESH and the ultimate fire resistance is 4 hrs. and 26 min.

With most types of light construction you'll find that lath and plaster with KEYMESH reinforcement can make the difference between "heavy loss" and "light damage" to buildings. You can do this at negligible cost . . . for pennies per square foot of finished surfaces.

Firesafety is not the only advantage of using KEYMESH reinforcing lath. Beauty, durability, and economy must be part of everything you design. With Keymesh you get all these plus other important advantages for your clients such as lower insurance rates and complete adaptability for any type of decoration.

Before you specify or build again, weigh these facts.

*Fire Test Results on various types of
construction by authoritative Testing Laboratories*

CEILING CONSTRUCTION WOOD JOIST FLOORS	ULTIMATE FIRE RESISTANCE	PROTECTION OF JOISTS
Exposed joists.	15 min.	None
Gypsum wallboard ½" thick finished with casein paint.	25 min.	15 min.
Gypsum lath, ½-in. of gypsum lightweight aggregate plaster re- inforced with KEYMESH-type reinforcing lath.	1 hr. 38½ min.	36 min.

WALL CONSTRUCTION ON WOOD FRAMING	ULTIMATE FIRE RESISTANCE
½" fiberboard.	5 min.
Metal lath with ¾-in. sanded gypsum plaster.	15 min.
Tongue-and-grooved wood.	20 min.
¾-in. perforated gypsum lath with ½-in. sanded gypsum plaster.	30 min.

CEILING CONSTRUCTION STEEL JOIST FLOORS	ULTIMATE FIRE RESISTANCE
Ceiling unprotected.	7 min.
Ceiling of gypsum lath and ½" lightweight aggregate gypsum plaster.	55 min.
¾" gypsum lath covered with 1½" of gypsum plaster with lightweight aggregate.	1 hr. 43 min.
Gypsum lath and ½-in. gypsum plaster with lightweight aggregate reinforced with KEYMESH-type galvanized reinforcing lath.	3 hrs. 28 min.
¾" gypsum lath, reinforced with 20-gauge, 1" KEYMESH-type lath; then covered with only 1" of lightweight aggregate gypsum plaster.	4 hrs. 26 min.

STEEL COLUMNS	ULTIMATE FIRE RESISTANCE
Structural Steel, unprotected 10 sq. in. min. area of steel.	15 min.
Gypsum lath, one layer, ¾" perforated, ½-in. gypsum plaster mixed with lightweight aggre- gate.	1 hr.
One layer ¾-in. perforated gypsum lath, 1-in. thickness of gypsum plaster, 100 scratch, 100 brown, mixed with lightweight aggregate.	2 hrs.
Two layers ½-in. long-length gypsum lath, 1½-in. gypsum plaster mixed with lightweight aggregate. Lath wrapped with one layer 20 gauge galvanized 1-in. KEYMESH-type reinforcing lath.	4 hrs.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYWELD
KEYSTONE NAILS • KEYSTONE TIE WIRE
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE



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FOR ALL FUELS

VITROLINER offers Architects, Project Builders and Building Contractors **MORE FLEXIBILITY, CHOICE, SELECTION, QUALITY and MORE SPECIAL FEATURES** than any "prefab" on today's market.

VITROLINER offers **MORE TYPES** of Chimneys—Type "E" and "L", for ceiling or basement installation. It offers **MORE FLUE SIZES** for the one **CORRECT** size, the heating plant requires. There is also **MORE permanent basic engineering**—and **MORE QUALITY MATERIAL**, time-tested, tried and proven successful, for over fifteen years.

The Chimney is **MORE COMPLETE**—Tailor-made to fit the individual job—no cutting or fitting—packaged and shipped direct from the factory. The "KD" Knocked-Down complete Housing Package is **MORE** quickly shipped from nearby Vitroliner Distributors and Dealers.

VITROLINER IS SPECIFIED AND PREFERRED BECAUSE OF THESE SPECIAL FEATURES—

- LOWEST INSTALLATION TIME.
- SAVES FLOOR SPACE IN UTILITY ROOM.
- LIGHTWEIGHT—10-15 LBS. PER FT.
- TAILOR-MADE FLUE HOUSING AND ROOF FLASHING.
- CHOICE OF FLUE DIAMETERS—6", 7", 8", 10" AND 12".
- PROVIDES ATTIC VENTILATION.

LISTED BY UNDERWRITERS LABORATORIES FOR ALL FUELS. APPROVED BY BUILDING AUTHORITIES.

EXCEEDS F.H.A. AND V.A. MINIMUM CONSTRUCTION REQUIREMENTS.

Write for circular today.



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ENGINEERING CORPORATION
3511 W. FOTOMAC AVE., CHICAGO 51, ILL.

CLOSEUP: Mason teaches FHA new tricks

continued from p. 81

this is probably the new Minimum Property Standards (H&H, May, p. 138) which soon will completely replace FHA's confusing plethora of minimum property requirements.

Public responsibility

Mason has also espoused another new concept: since the government assumes a contingent liability for all FHA mortgages (by its unconditional guarantee of the debentures with which FHA pays off defaults), the government has a legitimate interest in seeing that the right kind of houses are built in the right places. "FHA's chief mission should be to help the average man get a good house to live in," he says.

The major new rules by which FHA now protects the public, of course, have been imposed by Congress:

1. The builders' warranty provision, fathered by Rep. Albert Rains (D, Ala.).
2. The certificate of appraisal by which all FHA buyers must see what FHA values the house at before a deal is final.
3. The 10% co-insurance feature of Title I repair loans, and a narrowing of the eligibility list to remove items like burglar alarms and swimming pools that figured in too much skulduggery.

Certainly, the first two of these three safeguards would have been abhorrent to the old FHA. Mason took them in stride.

How to find good men

But Mason's biggest job has been restaffing an agency denuded of its top echelon. In recruiting, he faces two headaches:

1. FHA's pitifully low salary schedule. Assistant commissioners, for instance, are paid only \$11,610 to \$13,970 a year. And top civil service jobs just below that get only \$10,320 to \$12,900.
2. Top FHA men in Washington and district directors in the field have to be acceptable to the Republican political leaders. Mason has been rebuffed on more than one proposed appointment. Good Republican housing experts are hard to find.

Here Mason's long background in building has been invaluable, he says. From serving on committees and attending meetings through the years, he knows where to turn. For his key appointment, deputy commissioner, Mason went outside the housing industry. "I went to the placement dean of Harvard University," says Mason. "I had known him for some time. I told him I wanted a bright young man from the business school who looked like he was going places." This search ended with the appointment of Charles Sigety, whose youthful (34) energy and friendly bluntness have given FHA a big shot in the arm. Sigety takes a hand in the recruiting, too.

He realized from his business training that that FHA's audit procedures were old-fashioned. So Mason and Sigety set up a new division of examination and audit, and, through acquaintances in New York, found Charles Mattoon to run it. Inside of 20 days, Mattoon reported that FHA had 44 people doing work that 17 or 18 would do in a private accounting firm. Mattoon later fell ill and temporarily retired (he is now back as director for compliance). Sigety located a retired Price-Waterhouse partner, Robert W. Jefferson, to take over the job.

Along with his new philosophy and new manpower (Mason has named 36 of FHA's 75 district directors), Mason has tinkered with FHA's organization.

Probably the most important change puts

field underwriters and chief architects under the full control of district directors. When Appraiser Fred Babcock set up FHA's underwriting division, he insisted that if politically appointed district directors ever got power to control technical underlings (and therefore to raise or lower appraisals), FHA would become a politically kept woman. So for years, technical men in the field reported directly to Washington. Now, a field director is really in charge of things. Mason reasons that if a local director falls down on the job when given full command, he can be fired.

At the same time, Mason and Sigety are keeping a closer watch on what goes on throughout the FHA empire. Mason and Sigety are not shy, if a case reaches Washington, about suggesting that a local office "take another look at the facts." Other changes:

● FHA's six zone commissioners used to be regarded as ceremonial officials. Some had not visited their territories for years. Mason put them out on the road.

● For Title I repair loans, Mason and Asst. Commissioner Cy Sweet (who cleaned up the gyp repair mess before shifting to operations) devised what Mason calls "a system for more control that still doesn't strangle the program with red tape." Fifteen financial representatives now criss-cross the nation examining portfolios of Title I lenders and scrutinizing sour loans.

● Mason decentralized collection of defaulted repair loans to the field. "As a result," he says, "we have collected millions of dollars that otherwise would have been lost."

Builder by habit

The man who has rebuilt the shattered housing agency has been building things most of his adult life. For 31 years, he built up a lumber business in a New England area where building businesses are not generally expanding. When Mason took over as head of William P. Proctor & Co. of North Chelmsford, Mass. in 1923, it consisted of a wooden box business and—in his own words—"a one-horse lumberyard." When he sold the firm to his son, David, to come to Washington, it consisted of five retail yards and sawmills in New Hampshire and Massachusetts.

In his youth, Mason was a ham radio operator. The hobby led him into Navy service in World War I. While taking Navy training at Harvard he met Helen Proctor (now Mrs. Mason) on her way home to Chelmsford from Mt. Holyoke College. After the war Mason's father, a hardware merchant in Plattsburgh, N.Y., died and his son took over the business. Mason liquidated the hardware firm in 1923, moved to Chelmsford and became head of the Proctor lumber firm.

"Norm looks like the second tenor in everybody's barbershop quartet," a friend said a few years ago. He is 5'-5" tall, stocky and affable. He plays mediocre golf, likes photography and gardening.

Before his government connections required him to sever his private building activities, Mason was a joiner both on the professional and social level. For four years, he was chairman of the US Chamber of Commerce's construction and civic development department. He was president of the board of governors of Building Research Institute, a lifetime director of the Natl. Retail Lumber Dealers Assn.

Mason is the first FHA commissioner with a background in the construction end of housing. That he took the job under such impossible circumstances still baffles some building men. By a mixture of firmness and gentleness, Mason has made 22-year-old FHA learn new tricks.

PEOPLE: John C. Hall nominated for Mortgage Bankers president, Walter C. Nelson for vice president

John C. Hall, president of Cobbs, Allen & Hall, Birmingham, Ala. has been nominated as next president of Mortgage Bankers Assn. **Walter C. Nelson**, president of Eberhardt Co., Minneapolis, has been nominated for vice president. MBA nominations are tantamount to election—next November.

Hall, 52 and now MBA vice president, has been in the mortgage business in Birmingham, Ala. ever since he graduated from

ceeds **Arthur W. Sherwood**, who has been placed in charge of community development service for HHFA in Washington. **W. Howes Meade**, Lexington, Ky., who resigned as FHA director for Kentucky in 1954 to run (unsuccessfully) for Congress, was named zone operations commissioner of FHA's Zone III, which covers eight southeastern states, Puerto Rico and the Virgin Islands.

Mutual savings bankers elect Charles J. Lyon president

Charles J. Lyon, 55, the short, bald and bespectacled new president of the Natl. Assn. of Mutual Savings Banks (see p. 41), is proudest of one fact:

"When I walk down the streets of Hartford every other person I pass is a depositor in my bank—man, woman and child—and their accounts average \$1,500 each."

His bank is the Society for Savings in Hartford. He joined it in 1945, became president in 1948. The bank has 125,000 depositors among metropolitan Hartford's 250,000 residents.

If Hartford people put a good deal of their worldly fortunes into Lyon's bank, Lyon puts a good deal into Hartford. He's active in Boys Club and Girl Scout work, the local hospital and orphan asylum.

An investment banker before he became a savings banker, Lyon lives on the outskirts

of Hartford in a two-story frame home finished in cypress and brick with a slate roof ("I bought it because the only maintenance it needs outside is painting the trim"). It lies on a three-acre tract. He needs three acres for his hobby, raising Welch Terriers for show.

Lyon takes the helm of the savings bank association at an unusual time for a man of his philosophy. While some bankers voice concern over stiff competition from S&L's, Lyon scoffs: "What difference does it make where people save as long as they save?"

Doyle named executive head of lumber manufacturers

Mortimer B. Doyle, 40, has been elected executive vice president of the National Lumber Manufacturers Assn. in Washington. He replaces **Leo V. Bodine**, now vice president of Diamond Match Co.

Doyle has served with the National Assn. of Manufacturers for ten years, most recently as manager of midwest operations.

Henry Bahr, veteran staff manager of the NLMA, has been named vice president and general counsel. Bahr, 52, will also continue as secretary and director of the law information service which he organized in 1938.

PEOPLE continued on p. 184

Norman Dean



HALL



NELSON

Georgia Tech in 1926. Cobbs, Allen & Hall was formed in 1945, now services well over \$50 million in loans for insurance companies, savings banks and other lenders. He is a member of Birmingham's swank The Club on a mountaintop and of the Redstone Social Club.

Nelson, 47, is a native of St. Paul and a local handball champion. After high school he went to work for Equitable Life Assurance Society, moved up from office boy to appraiser. In 1939, he joined Alexander Eberhardt in real estate and mortgage brokerage. This two-man and two-secretaries firm has since grown to a three-office company with 40 employees and a annual gross of \$10 to \$12 million, half real estate sales and half mortgage business. Nelson has spent much time as chairman of MBA's clinic committee and as a committeeman on the Voluntary Home Mortgage Credit Program.

Nelson feels one of the major problems facing the mortgage bankers is getting a continuous flow of money from investors to borrowers. "It's irregular too often," he says. "We want to be in a position to have enough investors so that we can be constantly able to provide the funds that borrowers want." He has high hopes that more pension funds will flow into mortgages, and that more will come from private individuals.

George H. Patterson, secretary and treasurer of Mortgage Bankers Assn. since 1931, announced his retirement, effective at MBA's annual meeting Nov. 4-7 in Dallas.

Cooke succeeds Blakey as Title I administrator

Roy F. Cooke, Athol, Mass. banker and realtor, has been named assistant FHA commissioner in charge of Title I improvement loans.

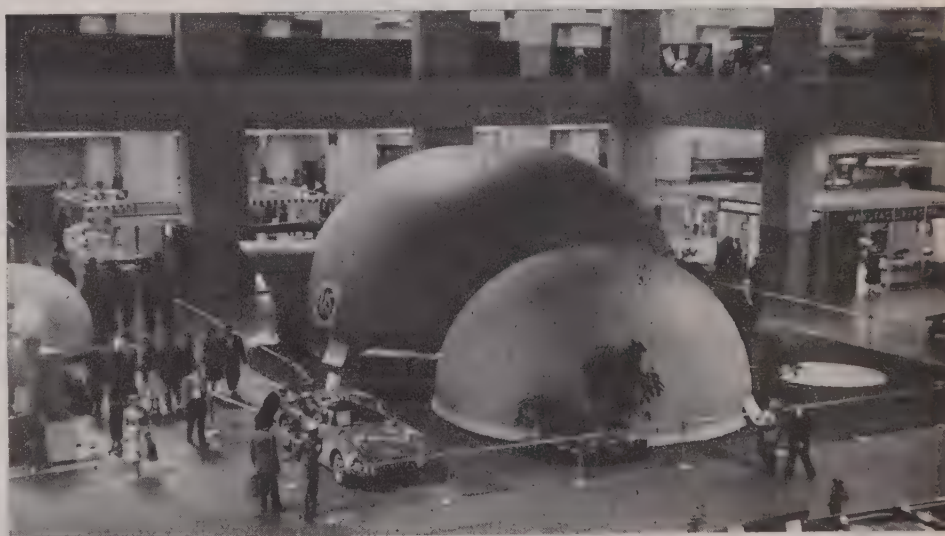
Cooke, 52, succeeds **Elmer F. Blakey**, who resigned because of ill health. The new Title I chief has been president for 25 years of Cooke Manufacturing Co., an Orange, Mass. woodworking firm. He is a board member of the First National Bank of Athol and the Orange Savings Bank, a real estate appraiser and former director of the New England Small Businessmen's Assn.

Charles H. Borcharding Sr., has been appointed FHA director in Baltimore. He suc-



DOYLE

Walter Daran



NY home show suffers from lack of industry support

Sponsors of the nation's biggest spring home show last month ran into troubles even worse than the union jurisdictional squabble that disrupted their first show in the New York Coliseum a year ago (June '56, News).

This year's show did not nearly fill the 300,000 sq. ft. of space rented. Many exhibits—ranging from an airplane to illustrated Bibles—had no relation to housing. The only two houses on display were an inflated plastic house designed by Architect Frank Lloyd Wright for United States Rubber Co. and a half-built modular house by Fabricators Inc. (which got its space free). Attendance was reported by the sponsor's publicity men as 302,000 during the nine-day show. The figure seems only a little less inflated than the US Rubber house. It would mean 49 visitors per minute entered the Coliseum, for all nine

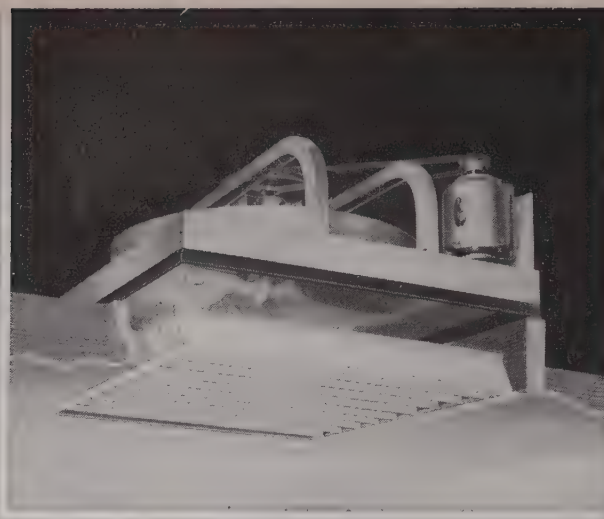
days, via only two ticket windows.

Sponsors, a private group headed by Builder Walter G. Stackler of Roslyn, Long Island, say the show suffered for two reasons. First, the slump in home building has led many industry suppliers to curtail promotion budgets. Second, they got almost no support from Long Island builders. The Long Island Home Builders Institute did not take a display, though it was offered free space.

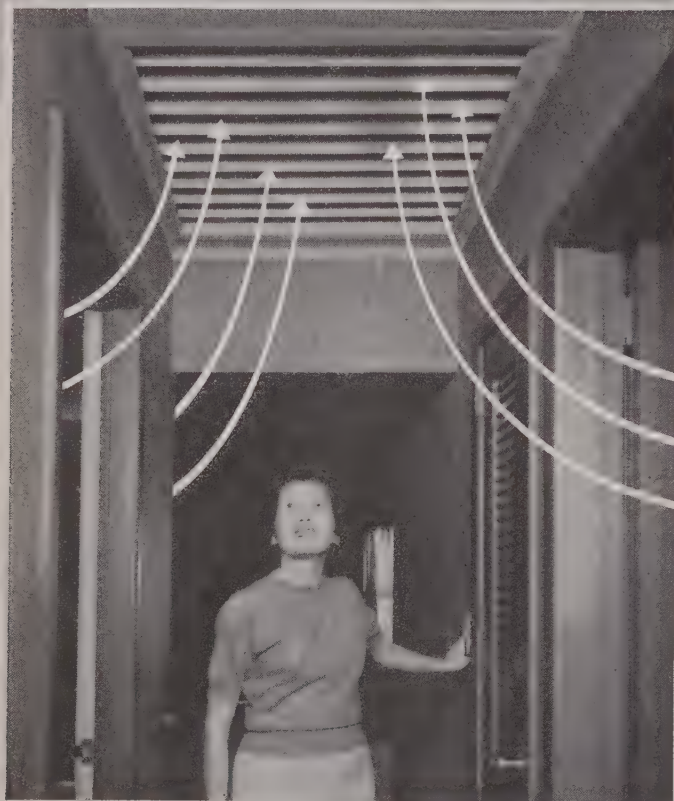
Spokesmen for the northern New Jersey and Staten Island builder associations, which did have exhibits, reported large numbers of inquiries, as did the New York chapter of AIA at its exhibit. One appliance exhibitor, Speedqueen-Atlantic, reportedly wrote over \$400,000 in orders at the show.

The sponsors said they will hold a third Coliseum show in April next year.

How to cool a house for \$125* with an R & M-HUNTER Attic Fan



**List price for R&M-Hunter Attic Fan (5000 CFM).
Trade discount to builders.*

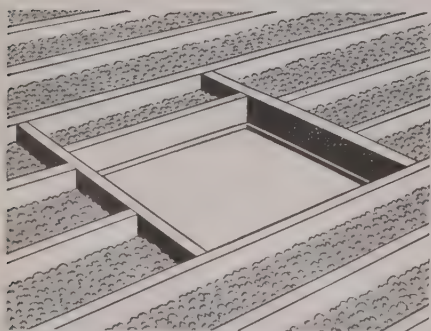


Inexpensive way to give home buyers cool comfort

Today's home buyers are demanding cool comfort . . . and an R&M-Hunter Attic Fan is the economical, efficient way to provide it. This modern ventilating fan pulls cool, refreshing breezes throughout the house. Room temperatures are 10° to 20° lower on hot summer nights. Operating costs are low and there's no service problem. Fan unit is guaranteed 5 years; motor and shutter, 1 year . . . backed by R&M-Hunter's 70-year fan experience. Capacities to 16,000 CFM, certified air deliveries.

Consult your classified phone book and phone your local R&M-Hunter distributor. Or write Hunter Division — Robbins & Myers, Inc., 2406 Frisco Ave., Memphis 14, Tenn., for complete data.

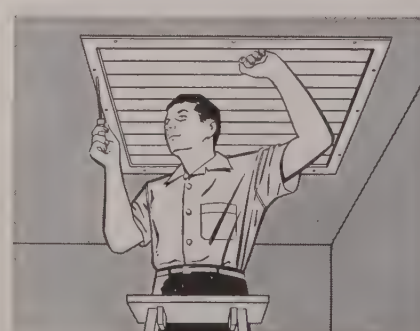
R & M-HUNTER ATTIC FAN IS EASILY INSTALLED



Step 1. Frame ceiling joists for opening. This involves no extra expense on new construction.



Step 2. Place R&M-Hunter Fan on attic floor or joists over ceiling opening. Easily wired at fan junction box.



Step 3. Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing.

SEE OUR CATALOG IN SWEET'S FILE. WRITE FOR BOOKLET.

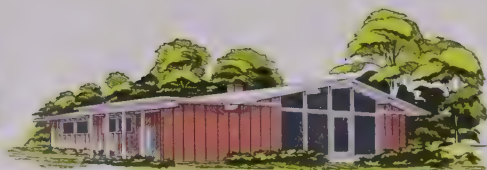


R & M-HUNTER Package Attic Fans

HUNTER DIVISION — ROBBINS & MYERS, INC., Box 2408, Memphis 14, Tenn.



type no. 2 shown in bevel siding optional



type no. 4 patio view



type no. 5



type no. 1

orchard hills....

.....a scholz *Ranch Western* design

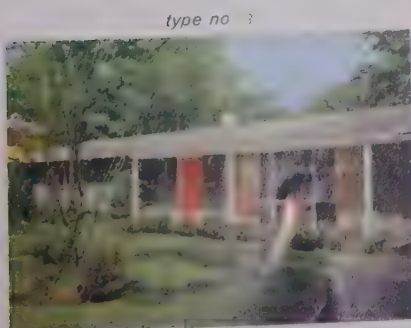
America's most exciting homes.....the quality...the design...sells itself.



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type no. 1



living room types no. 1, 2, 3



kitchen



living room type no. 4

The Orchard Hills Model shown ranges from \$10,000 to \$15,000, less lot, depending on local area costs. Scholz designs and manufactures a wide range of distinctive homes: contemporary Ranch Western Homes from \$10,000 to \$20,000; luxury quality California Contemporary Homes from \$18,000 to \$50,000; and American Colonial Homes from \$10,000 to \$50,000. All are available to builders throughout the entire United States. Call or write for complete information

Factory-built masonry chimney saves you time, money and space


Problem: Rising construction costs and increasing competition in the new home market — need for money-saving building components to keep selling prices of new homes in line without sacrificing quality. **One Solution:** Install the Van-Packer Factory-Built Masonry Chimney instead of conventional brick.

Many builders have discovered that the Van-Packer gives their homes all the beauty, safety and permanence of masonry at a savings of up to 40% per chimney. With Van-Packer there are no job delays, the chimney is installed in 3 man-hours or less anytime during construction. There is no need for a brick pier or special framing.

In red, buff or white brick color, the Van-Packer brick-design panel housing harmonizes perfectly with the exterior color scheme of your homes. Acidproof $\frac{5}{8}$ " fire clay tile lining, 3" vermiculite-concrete insulating wall and asbestos-cement jacket provide complete protection and durability.

Ceiling or floor suspended, the Van-Packer saves valuable floor space and permits the furnace to be located anywhere to better fit in with your floor plan. Independent laboratory tests prove the Van-Packer provides greater draft than an 8" x 12" tile-lined brick chimney.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-19.

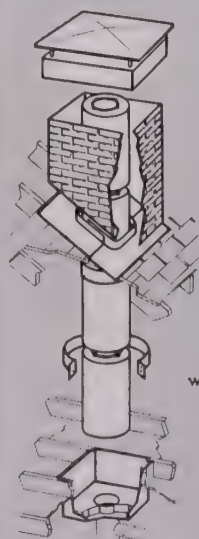
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FACTORY-BUILT MASONRY
Chimney

Van-Packer Company
Division of The Flintkote Company
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Phone: 5-2621

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Completely packaged Van-Packer Chimney goes up in 3 man hours or less.



Snap-on
housing cap

Brick-design
panel housing
in red, buff
or white
Adjustable
aluminum
flashing

7" I.D. flue
sections of 2100°F.
 $\frac{5}{8}$ " fire clay
tile liner,
3" vermiculite
concrete insulating
wall, asbestos-cement
jacket.

Section joints
sealed with
acidproof cement.

Drawband
reinforces each
section joint.

Support assembly
has 4X safety factor—
eliminates pier.




UL listed for all fuels, all home heating plants and incinerators, approved by major building codes.



Attractive brick-design panel housing
assures home buyer acceptance.

Van-Packer chimney housing in red, buff
or white to blend with any home.





*an
open invitation
to see the
decorative effects
you can get
with Sargent's
new
Sentry Lock*



SARGENT



You have more than 100
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lock design possibilities to
choose from in SentryLock...
so that now *every door can
have just the décor you want.*

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Take your front door
SentryLock, for example.

Select one of the 20 handsome
new escutcheons. One of
the 9 graceful knobs. Pick
from 6 handsome finishes.

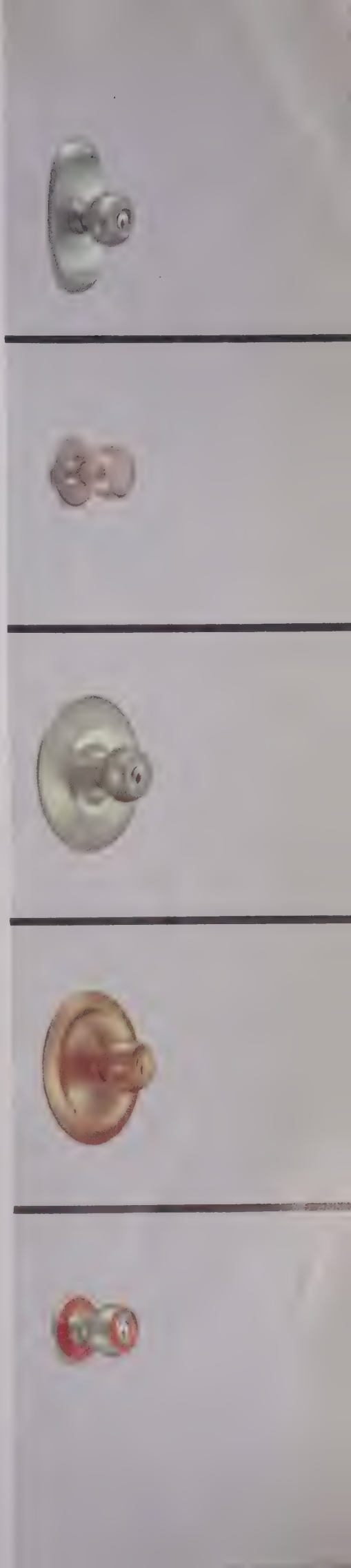
*Then... for that extra special
touch, you have your
choice of four beautiful new
vinyl inserts. Mocha.
Straw. Flamingo. Black.*

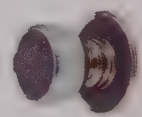
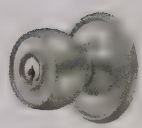
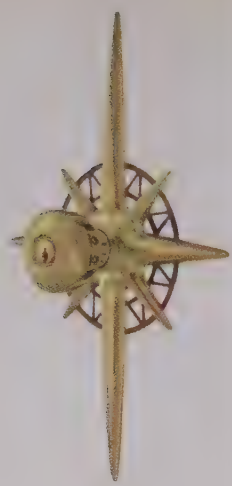
And so it can go... exactly
the lock you want for every
door in the house. Because
all SentryLock units...
knobs, finishes, functions,
inserts, escutcheons... are
interchangeable.

*Yes, now you have...
more than 100
distinctive designs
to choose from
with*

Sargent's new
SENTRYLOCK

... each at moderate cost, too!
*And no lock can be installed
faster. Seven simplifying
features see to that!*





*the lock that says
a lot for you...*

SENTRYLOCK

In the length and breadth of the versatile Sargent SentryLock line ...with its more than 100 unique design changes ... there is more than ample scope for indulging your flair for artistic lock selection.

Whether you are an architect, builder, homeowner or hardware supplier, you'll go for *SentryLock*.

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SARGENT LOCKS

"...sign of a well built house"



Insulation	Size Furnace	Size Air Conditioner	Annual Cost of Operation
Maximum—using Aluminum- Surface Insulation	75,000 btu	2-ton	\$144
Standard FHA Specified	90,000 btu	3-ton	\$204
None	105,000 btu	4-ton	\$288

This table is based on scientific findings described in
Alcoa's new book, *Comfort Everybody Can Afford*.

WITH ALUMINUM-CLAD INSULATION central air conditioning fits any new-home budget

Significant cost advantages of adequate aluminum-clad insulation are shown in this comparison of equipment for a 1,200-sq ft house under typical climatic conditions. Show buyers that savings like these are possible with aluminum-surface insulation. These figures can help you sell more units in 1957.

Adequate aluminum-clad insulation using ALCOA® Aluminum puts year-round comfort—with central air conditioning—within the reach of the popular-price-home buyer. Because a smaller furnace and a smaller air-conditioning unit are possible, both equipment costs and operating costs are markedly lower. Here's a powerful sales stimulant that can give you the competitive edge. The whole story is in ALCOA's new book on insulation, *Comfort Everybody Can Afford*, which contains the important findings of recent ALCOA-sponsored research. Every builder should have a copy. For yours, simply fill in the coupon.

ALCOA does not make insulation of any kind. It makes ALCOA Aluminum Foil, which many manufacturers use to produce several types of insulation.

**Furnace and air conditioner are
smaller ...
monthly operating costs are
lower**



HERE'S PROOF—This properly engineered, 1,273-sq ft home in Toledo is heated and air conditioned for less than \$12 a month. Maximum effectiveness of its aluminum-clad insulation has been assured by solar orientation, shade trees and correct roof overhang.



THE ALCOA HOUR
TELEVISION'S FINEST LIVE DRAMA
ALTERNATE SUNDAY EVENINGS



Aluminum Company of America, Industrial Foil Division
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Gentlemen: Please send my free copy of your new book about insulation,
Comfort Everybody Can Afford.

Name _____ Title _____

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FOLDOORS to isolate cooking odors

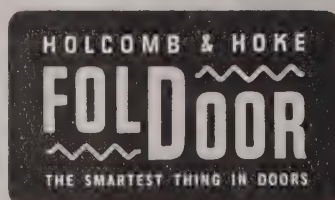


FOLDOORS to close off workshop dust and dirt



FOLDOORS close off rooms and closets, yet need no door swing area

There's almost no limit to the number of ways a FOLDOOR can improve a modern home. That's why more and more homes are using more and more of them. Can FOLDOOR help build *your* sales? See your local supplier or write to Holcomb & Hoke Mfg. Co., Inc., 1545 Van Buren St., Indianapolis, Indiana.



MORE ON MERCHANDISING

The April merchandising issue is a must for every builder. It is loaded with workable sales producing ideas. Those who take full advantage will have substantial increase in volume. Timely, and a great contribution to the industry.

DAVID D. BOHANNON
Past president, NAHB

Should be of tremendous interest to builders everywhere. In these days of difficulty for home building, particularly in the field of selling, the April issue of H&H offers many important merchandising ideas. This issue can well become a handbook on merchandising for the alert builder.

EARL W. SMITH
Past president, NAHB

I intend to read it from cover to cover. A very fine issue, chuck full of new ideas.

EDWARD R. CARR,
Past president, NAHB

Congratulations, congratulations, congratulations!

At least three separate people have made a point of telling me how fine this issue is. Truly your staff has outdone itself.

EDWARD F. FISCHER
*Fischer & Fichtel, Inc.
St. Louis*

The general consensus up here in the Boston area is that the April issue of HOUSE & HOME went far beyond any similar attempt in the past by your own or other industry publications. The issue is jam-packed with useful information, all of which is well worth reading and digesting. I am quite certain that it will be read from cover to cover by everyone receiving a copy.

ALFRED W. HALPER, *builder,
Newton Centre, Mass.*

Probably the best H&H of all time—which is taking in a lot of ground.

We think so highly of it we are instructing all of the salesmen to use it as a primer on project promotion to steer their builders on the proper path.

DONALD SCHOLZ, *president
Scholz Homes, Inc.
Toledo, Ohio*

The finest collection of material ever assembled for the home builder. We are making note of it in our bulletin for any member who may have missed this gold mine of ideas.

J. H. IMMLER, *executive secretary
Home Builders Association
of Stark County
Canton, Ohio*

It summarizes most of the merchandising techniques which are now being used in the industry.

RODNEY LOCKWOOD
Past president, NAHB

You did a wonderful job. We all well know that what works for one man may or may not work for someone else. But I gleaned several very valuable ideas from the article and am already putting them into use.

MARCUS C. BOGUE JR., *president
M. C. Bogue & Co.
Denver, Colo.*

The entire building industry owes you a vote of thanks for the wonderful job you did on merchandising.

JOHN E. BAUER, *secretary, NAHB
continued on p. 92*

how

to

light

a

home

with

one

line

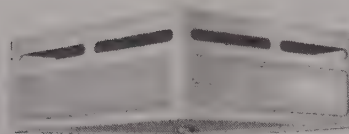
specify

GLOBE

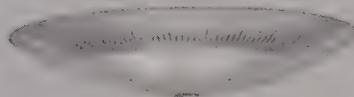
You can do it—inside and outside the home—with the Globe line of lighting fixtures—and know that each fixture delivers efficient lighting performance while performing an outstanding design function. Globe lighting fixtures are nationally known by their fine materials, painstaking workmanship and perfect finishes. They are quality controlled every step of the way.



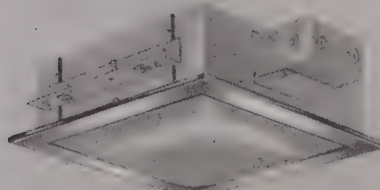
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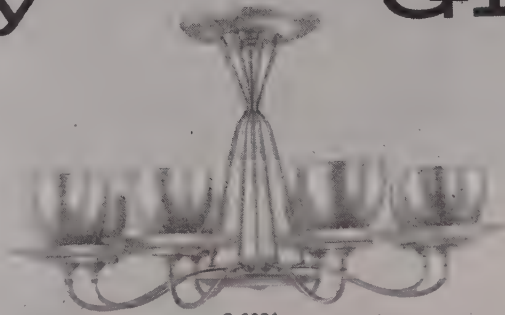
G 355



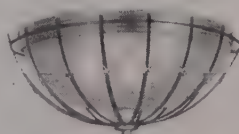
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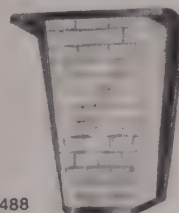
G 708



G 6031



G 273



G 488

Since even quality must have a price tag, you will be happy to know that there are Globe fixtures for 'most every budget. Globe manufactures complete lines of lighting fixtures for the home...schools and institutions...industry. (Commercial fixtures on specification.) Write for complete full-color catalogs.

Visit our showrooms: 16 East 40th St., New York 16, N.Y. Over 500 fixtures on display.

GLOBE LIGHTING PRODUCTS, INC., 1710 Flushing Ave., Brooklyn 37, N.Y.

"For Over a Third of a Century, Planned Lighting for Better Living"

**"what
will
this house
cost us
to live in?"**



Can you answer with a smile?

You've asked a good question, Mr. Home Buyer. Today, everything takes a bigger grab at your pocket-book. Taxes. Grocery prices. Home maintenance and repair.

That's why more and more prospective home buyers are asking builders: "What will the house cost to live in?"

You can answer that question with a smile—if the house has Balsam-Wool Sealed Insulation with reflective liners. This top-grade insulation assures substantial reductions in two of the most important

costs of home ownership: the costs of heating and cooling.

You can show your prospects how Balsam-Wool® reduces heat transmission in **THREE** ways—by conduction, convection and radiation. You can point to the successful experience of millions of home owners who have found that Balsam-Wool

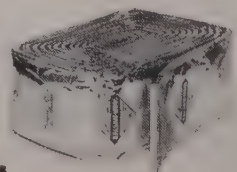
means lifetime comfort and savings.

Whether your prospect is buying his first home—or is a sharp-eyed "second home" buyer—you'll find Balsam-Wool a powerful aid in selling quality construction. Why not use it? Wood Conversion Company, Dept. 236-67, First National Bank Building, St. Paul 1, Minnesota.

Sold by lumber dealers only

BALSAM-WOOL

Sealed blanket insulation with reflective liners



now...

White-Rodgers

Fashion

THERMOSTAT

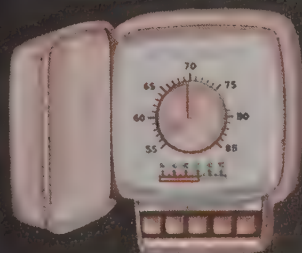
adds the sales power of

PUSH BUTTON

heating-cooling control

Thermostat and sub-base
for every heating-cooling system!

Each equipped with latest
design dial-type adjustable
resistor... can be set to
match any primary control.



Cash in now on
the sales power
of PushButton
...write, wire, or
phone today!

WHITE-RODGERS

TEMPERATURE CONTROLS
FOR MODERN COMFORT

ST. LOUIS 6, MISSOURI
TORONTO 8, CANADA





Long lengths of Permaline pipe reduce the number of required joints—speed installation.

Long Lengths, Easy To Join . . .

L-M Permaline Fibre Pipe Is Profitable To Use

L-M Permaline fibre pipe cuts labor costs about 2/3 on the average house-to-street sewer job. This is because Permaline is so easy to handle, easy to install.

Permaline pipe comes in 5-, 8-, and 10-foot lengths. It's light, tough, strong, and it's *root-proof*! Joints are quickly and easily made by simply tapping the tapered coupling onto the tapered end of the pipe. No cement, no calking—just drive it!

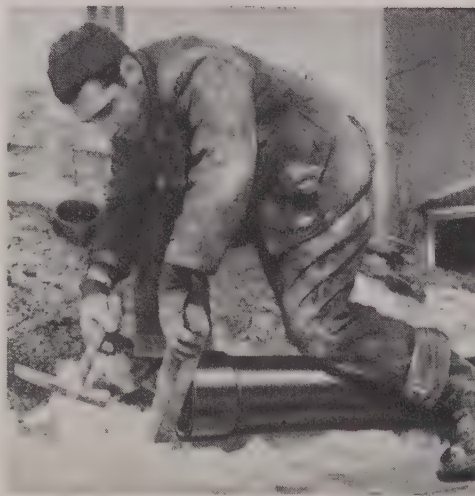
Once you install Permaline pipe, it's in to stay. It can't rust, shatter, crack, or leak. Permaline pipe is not harmed by hot water, detergents, acids or alkalis.

Complete Line

Permaline is available in solid pipe, 2 to 8 inches diameter, for sewers and drains; perforated for field drainage, footings, and septic-tank beds. Full line of couplings, fittings, bends and adapters to connect to soil or sewer pipe. Over 150,000,000 feet of Permaline are in service.

Get complete information. Mail the coupon or ask your plumbing distributor to get in touch with us.

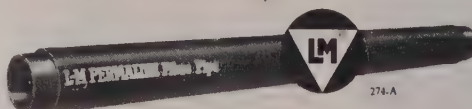
L-M PERMALINE
BITUMINOUS FIBRE PIPE
for better sewers and drains



Joints are quickly and easily made by simply tapping together—no cement, no calking.



This seal is your guarantee of recognized quality in Bituminous Fibre Pipe.



LINE MATERIAL INDUSTRIES
A McGraw-Edison Company Division

LINE MATERIAL,
Milwaukee 1, Wisconsin

Send me free Bulletin 54078 with complete information on Permaline Pipe.

HH-67

Name _____
Company _____
Address _____
City _____ State _____
Type of business, please _____

MERCHANDISING—continued

Your April issue was terrific. The merchandising ideas which you so graphically illustrated, if used by builders throughout the country, would certainly be profitable to them. You have done a real service for the home building industry by publishing an issue such as this.

My issue has been read and reread by several of my friends and, therefore, I would like to order five additional copies. Our check is enclosed.

WM. M. GAYNIER
Custom Builders' Guild
Dallas, Tex.

Many of the ideas were of particular interest to us since we plan to kick off a merchandising program next month.

GLENN E. BREEDING, builder
Midwest City, Okla.

Any builder or realtor will certainly get a great deal out of the points that were stressed in the many pages devoted to this all important topic.

I think, without a doubt, that HOUSE & HOME is the finest publication we have covering the over-all facets of our great industry.

LOUIS V. BOSSERT
Bossert Builders Inc.
Bordentown, N.J.

A very good issue and very beneficial to builders.

Thank you so much for a job well done.

JOHN A. JACOBSON, president
Jacobson Construction Co.
Rancho Cordova, Calif.

. . . Probably the most outstanding issue that you have published . . . of tremendous help to all builders, developers and real estate people. We are opening our Parade of Homes on May 5th and this issue has furnished us with a great deal of helpful material for use in promoting and showing our houses.

ROBERT F. DIEHL, president
Home Builders Association
of Mobile, Ala.

I read this issue from cover to cover and plan to re-read it. I usually pass HOUSE & HOME around the organization to key personnel, but the April issue is so packed with merchandising ideas that I wish to retain my copy. Send me an additional four copies for other members of my staff and bill me accordingly.

WALTER R. CARRINGTON, builder
Austin, Tex.

One of the finest issues of any magazine that I have ever seen.

There were many many merchandising ideas which I intend to use in promoting our 1,800-home, Nall Hills project in Kansas City. The article on how builders are cutting closing costs was of special interest to us.

LARRY WINN JR., vice president
Winn-Rau Corp.
Overland Park, Kan.

You and your entire staff are to be congratulated on trying to lift the morale of the builders and, speaking of builders, believe me for the past 18 months it has been pretty tough, both for sales and mortgage financing.

FLOYD R. KIMBROUGH, president,
Kimbrough Investment Co.
Jackson, Miss.

continued on p. 97

New Idea For Builders

Polyethylene

AN EASIER WAY TO
A TOUGHER SLAB

KANSAS CITY Contractor, Walter Rohrer frowned as he prepared to lay concrete floor slabs for Spencer Chemical Company's* new Research Center. For two bespectacled and suspiciously intellectual-looking strangers were approaching, carrying an odd-appearing roll of film about the size and weight of a sofa pillow.

Scientists from Spencer, these visitors announced cheerfully that they had brought Rohrer an easier way to make a tougher floor slab—a way he could put to use right now on the Spencer building.

When a floor slab is laid, it is customary first to put down a layer of impregnated paper, then to pour the concrete and finally to lay burlap over the top until the concrete is dry. Without this vapor seal "sandwich" arrangement, the concrete often dries too fast and may cause a dusting action on the surface.

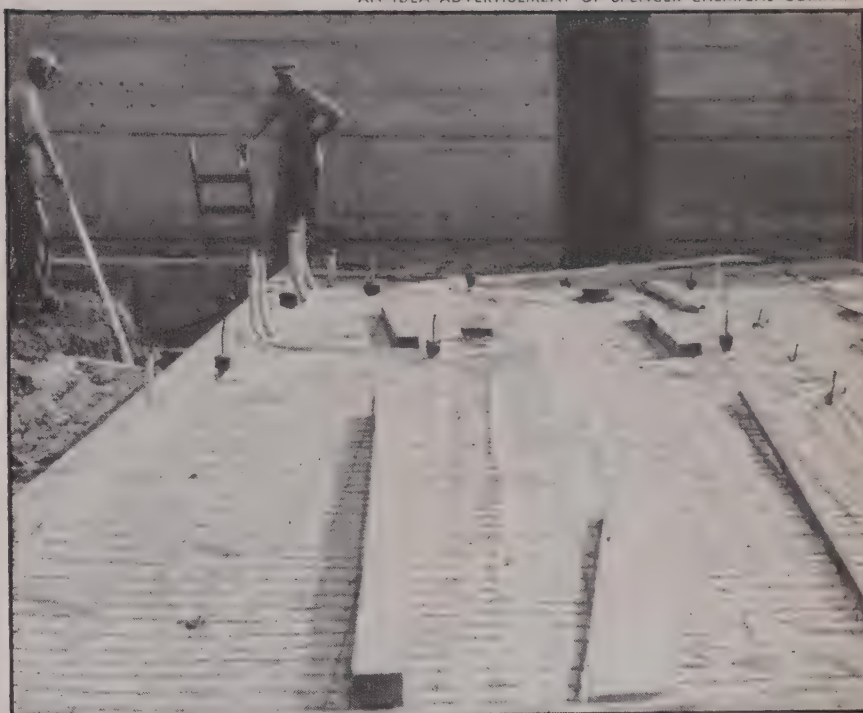
What the Spencer scientists were proposing was that—in place of the impregnated paper and burlap—Rohrer should use this gossamer-like 8-foot-wide polyethylene film they had brought him. Made from Spencer's own "Poly-Eth" Polyethylene, this film was no thicker than a piece of paper, and nowhere nearly as heavy.

ROHRER SCOWLED. His paper and burlap had always worked fine. And this featherweight film would obviously be ripped to pieces when concrete and aggregate came cascading down on it from the concrete buggies.

The Spencer scientists were polite but firm. They were paying for the building. If the polyethylene film didn't work, it would be their loss alone. Reluctantly, Rohrer agreed to give the "Poly-Eth" film a try.

SURPRISED SKEPTIC. The results were a set of the biggest surprises Rohrer has come across in his 20 years in the building business. The frothy-light polyethylene film was far easier to handle. And, unlike impregnated paper, the film needed no gluing together—a tremendous saving in labor costs.

The film's toughness astonished



Lab slab: The Missouri contractor had to be shown . . .

Rohrer. And even though the polyethylene lay directly over sharp-edged aggregate, and workmen walked on it again and again before pouring time, the film developed almost none of the punctures so common in impregnated paper. And there was no sign of a rip while the concrete was being poured.

All this meant better control of the drying process, plus a tougher slab of concrete when the job was done—and at no more cost than that of conventional materials.

And the "Poly-Eth" film was so light and easy to handle that the labor time was a small fraction of what it had been.

FILM STAR. In many other ways, too, film made of "Poly-Eth" Polyethylene

has helped builders and householders save time and cut costs:

- Laid down over crawl space areas, it protects houses against the ruinous corrosion caused by moisture evaporating from the ground.

- As a membrane between a concrete floor and top flooring, it protects hardwood flooring from the inevitable sweating of the concrete slab in summer.

- In fact, wherever a tough, lightweight, easy-to-handle vapor barrier is needed, polyethylene usually does the job better—and at less cost.

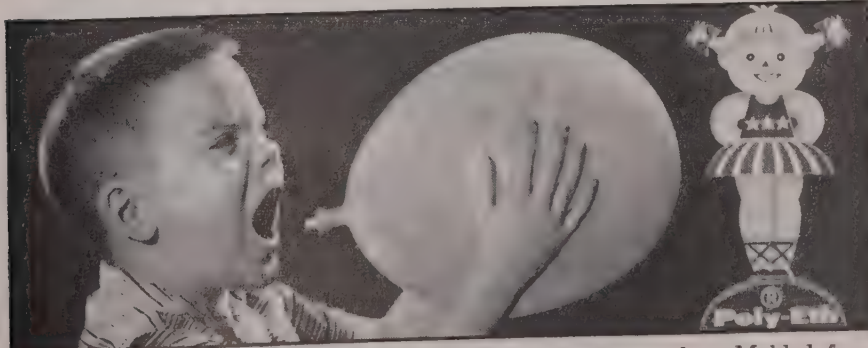
REPORT TO BUILDERS. Spencer Chemical Company, manufacturers of "Poly-Eth" Polyethylene, the raw material from which films like those described above are made, is constantly exploring new uses for this wonder plastic.

One series of our investigations deals with the many test-proven ways in which polyethylene film can save money, worry, and work for builders and homeowners. Our report (see coupon below) is yours for the asking.

*Manufacturers of "Poly-Eth" Polyethylene. "Poly-Eth" is a registered trademark of Spencer Chemical Company.

SPENCER CHEMICAL COMPANY

"America's Growing Name in Chemicals"
450 Dwight Bldg., Kansas City 5, Mo., Manufacturers of "Poly-Eth" Polyethylene • Ammonia (Commercial and Refrigeration Grade) • Aqua Ammonia • 83% Ammonium Nitrate Solution • Synthetic Methanol • Formaldehyde • Hexamine • SPENSOL (Spencer Nitrogen Solutions) • FREZALL (Spencer Dry Ice) • Liquid CO₂ • Cylinder Ammonia • Nitric Acid.



Balloons are more fun, last longer with this new balloon valve. Molded from "Poly-Eth" Polyethylene by T-Tool & Die Co. for J. A. and W. L. Jackson, and sold with balloon by Eagle Rubber Co., Ashland, Ohio, this valve automatically holds air in when you stop blowing, yet is easily deflated. Send coupon for free sample.

FACTS FREE

If you'd like to know more about "Poly-Eth" Polyethylene, check the items below in which you are particularly interested. Then mail this coupon to "Poly-Eth," Spencer Chemical Co., 450 Dwight Bldg., Kansas City 5, Mo. We'll send you more information by return mail.

- ☐ "New Uses For Polyethylene In Construction"
- ☐ "A Beautiful Lawn at a Twist of Your Wrist"
- ☐ "58 Home Uses for Polyethylene"
- ☐ Balloon with sample of new polyethylene valve.



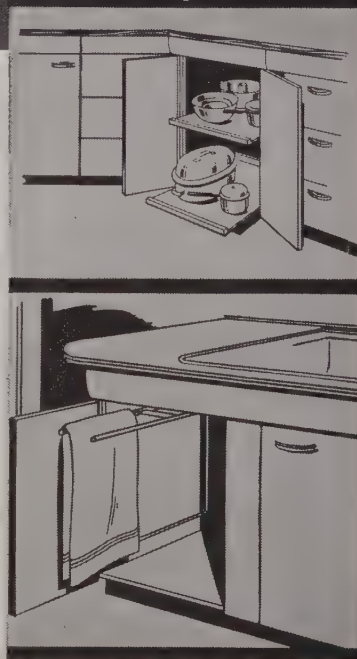
Put a Woman in this Picture

Every home buyer pictures herself where she spends most of her time—in the kitchen—and Long-Bell Natural Wood Kitchen Cabinets give homes the extra sales appeal that gets her final "yes." You get the built-in custom beauty at less than custom price for *any* home in *any* price bracket.

Sliding shelves are in all Long-Bell base cabinets. Two full-depth sliding shelves give your base cabinets up to 25% more shelf space. Your homes will be faster selling because of the convenience, utility and distinction of Long-Bell Kitchen Cabinets.

The Extensible Towel Rack is another outstanding feature

of Long-Bell Natural Wood Kitchen Cabinets. It helps keep the kitchen neat, yet you have towels handy and dry. The Extensible Towel Rack extends and retracts as the door is opened and closed, is easy to install and is an added feature that helps increase the saleability of your house.



Ready-To-Install or Knocked-Down Kits will Increase Your Sales

Take advantage of the prestige and quality reputation of Long-Bell Natural Wood Kitchen Cabinets. Long-Bell Kitchen Cabinets are available set up or in semi-assembled kit form.

INTERNATIONAL PAPER COMPANY
Long-Bell
 DIVISION
 KANSAS CITY, MO. LONGVIEW, WASH.

DEALERS-DISTRIBUTORS

International Paper Co.
 Long-Bell Division
 Longview, Washington

If you are interested in distribution in your territory, mail this coupon for complete details.

Please send me the FREE descriptive literature and specifications on the Long-Bell Natural-Wood KITCHEN CABINETS.

Name.....
 Street.....
 City.....State.....
 Dealer.....Distributor.....

An illustration of a hand holding a paintbrush, applying paint to a wall. The wall is composed of vertical panels, some of which are already painted a light blue color. The hand is shown in a realistic, shaded style.

EXTERIOR DESIGN IDEA:

PAINTED ASBESTOS PANELS

Modern board and batten designs get extra beauty—yet actually cost you less—with Ruberoid Stonewall asbestos Board. Stonewall's big flat sheets take paint beautifully, cost less, and offer buyers a fireproof, rot-proof exterior. Easy to paint, easy to apply and easy to sell, Stonewall Board makes all board and batten homes more profitable.

RUBEROID

**Asbestos
Stonewall Board**

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information ask for Stonewall folder #1354. Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



Pump Out Water, Fast

Water causes delays. And delays cause losses . . . lost man hours . . . lost profits on the job. Nothing gets rid of that water faster than a Homelite Carryable Pump. Gets to the job fast. Gets the job done fast. One man carries it, sets it up and starts it. Fast self priming. 28 foot suction lift. Pumps up to 15,000 gals. per hour. Keeps seepage at strainer level, automatically. Non clogging, rugged, dependable. Something to see in action. Write or call your nearest Homelite representative for a free demonstration today.

HOMELITE
A DIVISION OF TEXTRON INC.

5806 RIVERDALE AVE., PORT CHESTER, NEW YORK
MANUFACTURERS OF CARRYABLE PUMPS
GENERATORS • BLOWERS • CHAIN SAWS

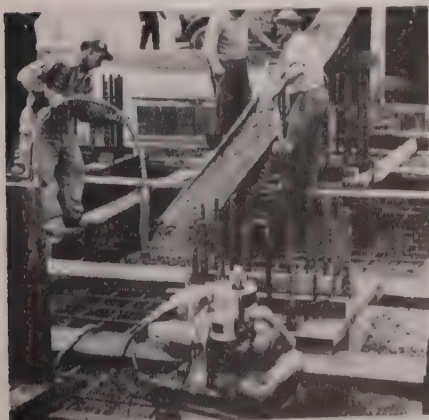
Full Line of Carryable Construction Equipment Now Offered by Homelite



Carryable Diaphragm Pump . . . This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, muck, or mud. Capacity: 5,000 g.p.h. Size: 3". Complete line of centrifugal pumps are also available in sizes from 1½" to 3".



Chain Saws For Every Job . . . Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 3½ to 7 horsepower . . . 19 to 29 pounds. Brush cutting and clearing attachments are available to handle all your cutting jobs.



One-Man Electric Vibrator . . . It takes only one man to place concrete with powerful, Homelite high-cycle or universal electric concrete vibrators. Carryable Homelite generator provides power for high-cycle vibrators and 110 volt DC for all universal vibrators, tools and floodlights.

HOMELITE

a division of Textron Inc.
PORT CHESTER, NEW YORK

MERCHANDISING—continued

Your excellent staff has brought its remarkable skills and knowhow to writing this power packed issue (the best up to the minute merchandising guide for the progressive promotional minded builder I've ever seen). I hope reprints will be available for my entire organization. Truly a brilliant job of reporting. Again my sincere thanks for this telling contribution to our business life.

ROBERT C. GERHOLZ, past president
NAHB and NAREB

We are all very much impressed with the article on furnishing and decorating the model house in your April issue. The story, both in text and illustrations is so clearly and simply written.

MARY L. BRANDT, director
Information Bureau
Wallpaper Council

The entire issue was beautiful and very instructive. We got a great deal from it. You should be very proud.

ANNE WINKLER
William Pahlmann Associates
New York City

Have just completed reading April issue from cover to cover. I believe all of us can profit from the many ideas that you have incorporated in this issue.

RAY K. CHERRY
Hadley-Cherry, Inc.
Los Angeles

Congratulations on your very fine merchandising issue. It is very informative and I know of much benefit to the building industry. It is no wonder that H&H is the leading home trade magazine.

W. O. McCUNI
McCune Construction Co.
Tulsa, Okla.

Your April issue is excellent. So much work has gone into it and so many different ideas have come out that it becomes an excellent guide for builders.

We have had the merchandising part of this issue bound into a book as our manual for years to come.

LELAND G. LEE JR.
Lee Construction Co.
Dallas, Tex.

. . . AND A DISSENT

Your last issue is a crowning asininity. The worst example of hucksterism I've met in a long time. You might as well cut out all copy and just publish ads. You seem to think selling houses is all that matters, irrespective of over-expanded credit, jerry construction (yes, yes, yes). All you think of is *après moi le deluge*. Looking forward to the expiration of my subscription and the disappearance of contractors' oracles.

HANS C. KAUFMANN
Seattle, Wash.

We suggest Mr. Kaufmann see H&H, May '57, and pages 104-119, 139-151 of this issue. ED.

FHA INCOME FORMULA

Your editorial on the FHA Income Formula reduces a complicated problem to terms so simple that even the FHA old-timers should be able to understand it.

The family with \$3,000 a year when FHA started is in exactly the same economic position as the \$6,000 family today, for the dollar is worth only half as much.

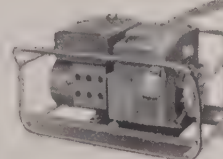
continued on p. 100

What sizes of ONAN Portable Electric Plants are best for your jobs?



10 KW ONAN
provides power for
5 H. P. saw or
several crews

Powered by two-cylinder, air-cooled gasoline engine. Available housed and with trailer as shown. Similar model in 7½ KW capacity.



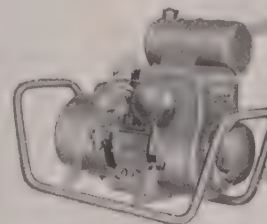
5 KW ONAN
for crews on
3 or 4 homes

Two-cylinder, air-cooled, gasoline engine. 4 plug-in receptacles. With carrying frame, on dolly, or with plain base. Also in 3,500 watts A.C.

2 or 2½ KW
ONAN powers
electric tools
for 2 crews



One-cylinder, gasoline engine. 4 plug-in receptacles. With carrying frame, dolly-mounted or plain base. 2,500-watt unit weighs only 139 pounds.



1 or 1½ KW
supplies power
for single
crew

Compact, lightweight. One-cylinder, gasoline engine. With carrying frame, rubber-tired dolly or plain base. Also 500 and 750-watt models.

Onan portable electric plants combine 4-cycle quick-starting and long life with compactness and lightweight. Completely Onan-built, with Onan short-stroke engines and Onan generators. Other models to 75,000 watts.

Write for portable plant folder or see your Onan distributor.

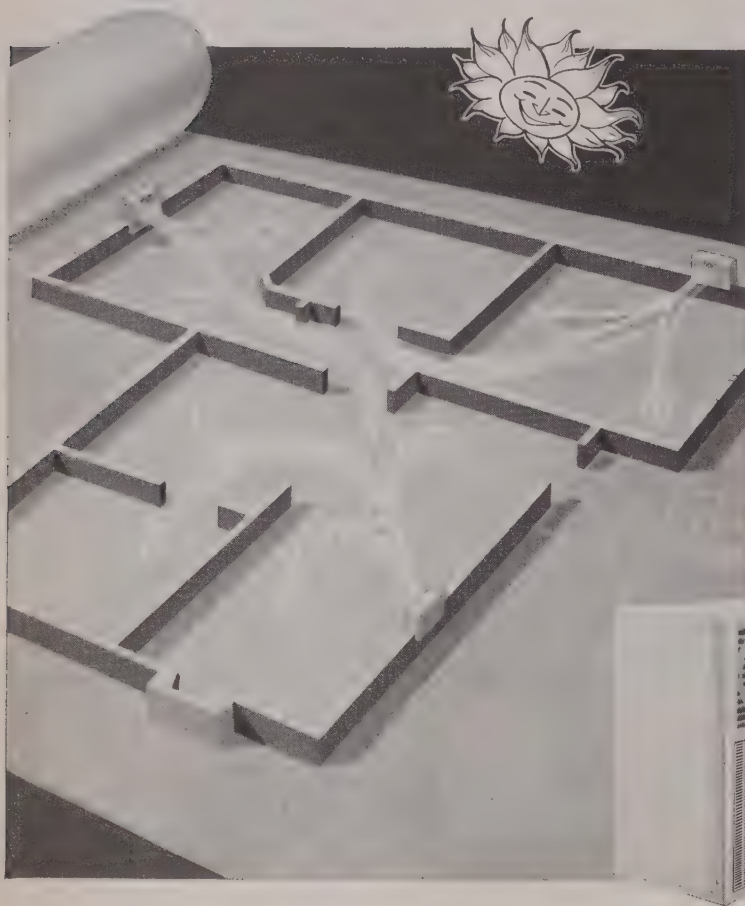


D. W. ONAN & SONS INC.

3403 Univ. Ave. S. E., Minneapolis 14, Minn.

Air Conditioning zone by zone

with the new General Electric Built-In Thinline



Here at last is a permanent air conditioning system that's easy for you to install—economical for your buyers to operate.

By installing Built-In General Electric *Thinlines* zone by zone, you can air condition a whole house without needing plumbing or costly duct-work—without wasting floor or window space!

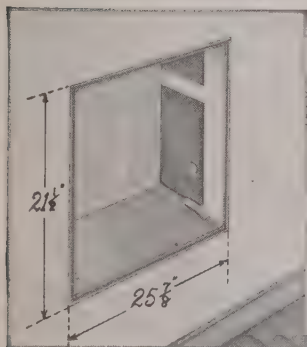
And the system's fully automatic! As the sun moves around the house, unneeded units turn off and those in the warm rooms go on. Buyers don't have to pay to cool rooms that are not in use.

Built-In *Thinlines* are *so thin* that there's no unsightly overhang inside or out to mar the appearance of the house. They come in $\frac{1}{2}$, $\frac{3}{4}$, and 1 hp. models. All fit the same thin case.

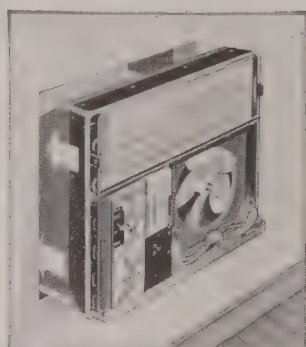
Every *Thinline* is pre-sold to your buyers through national advertising, backed by expert service and a written guarantee, designed to meet FHA requirements.

See your General Electric retailer soon for full details. General Electric Company, Louisville 1, Kentucky.

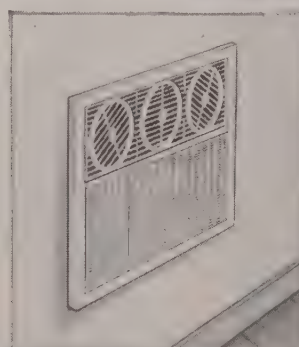
It's simple to install the new General Electric Thinline Built-In model



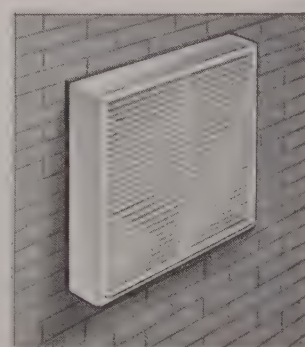
Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick, weather-tight installation.



Add appearance front, air filter, grille. Plug in and the *Thinline* is ready to operate. Grille can be painted if desired.



On the outside the *Thinline's* aluminum grille will keep its good looks for years. Paints easily to match the exterior.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

free! redwood information chart #1 "grades and their uses"

REDWOOD INFORMATION CHART #1
Grades and Their Uses

GRADE	USES
First Quality	Boards, Shingles, Siding, etc.
Second Quality	Boards, Shingles, Siding, etc.
Third Quality	Boards, Shingles, Siding, etc.
Fourth Quality	Boards, Shingles, Siding, etc.
... (many more rows)

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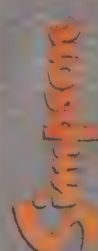


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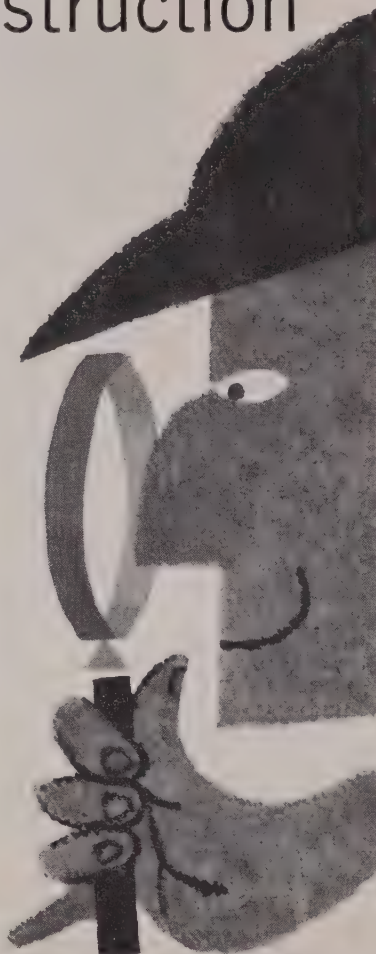
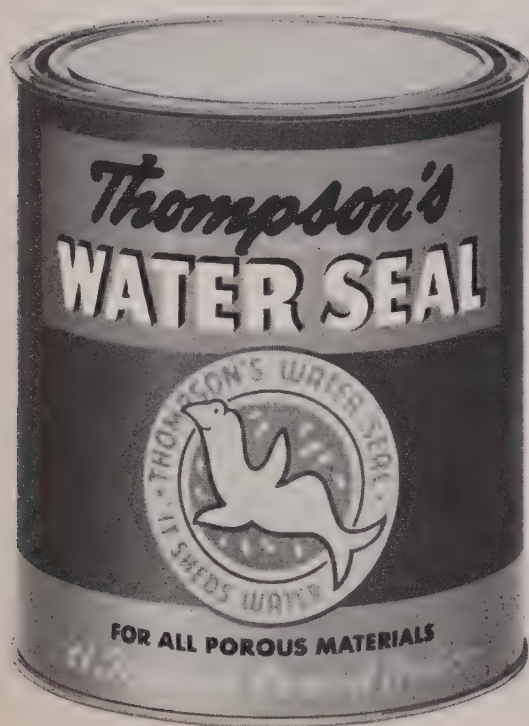
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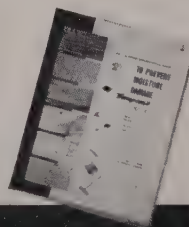
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And the \$6,000 family of 23 years ago today has \$12,000.

So the FHA income formula should give the \$6,000 family today the same treatment as the \$3,000 family of 1934, and the \$12,000 family today the same treatment as the \$6,000 family then. The \$6,000 family should be allowed to budget roughly \$150 per month for housing expense, which would qualify it for a \$14,000 loan.

I recently incurred the wrath of some of our local FHA people because I said they are encouraging jerry builders and placing a premium on shoddy construction because FHA fails completely to recognize or allow for the cost of good construction and neighborhood amenities. No more consideration is given to the well designed and carefully protected subdivisions than to the plus in construction.

This situation (combined, of course, with discounts) is driving more and more builders into conventional financing. People with incomes from \$8,000 to \$15,000 are citizens too, and are entitled to the benefits of FHA financing.

LUE BETTILYON, *realtor*
Salt Lake City

I agree almost word for word.

This type of thinking certainly cannot harm us. All it can do is help.

CARL MITNICK, *vice president* NAHB

Keep up the good work.

Buyer after buyer is being rejected because of FHA interpretations of the minimum income requirements. Even though this is an administrative problem, it may take Congressional direction to clear up.

FRANKLIN L. BURNS, *president*
D. C. Burns Realty & Trust Co.
Denver, Colo.

... Very timely and deserves careful study by FHA, especially since the income of buyers has moved up and the homes they are buying cost more. It is high time that a realistic approach was made to this problem and especially now when financing is so restricted.

L. F. MERRICK, *president*
Abbyshire Construction Co.
Fairview Park, Ohio

... Very sound arguments.

This should have some effect on the FHA authorities.

JOHN TAYLOR, *chairman*
J. C. Nichols Co.
Kansas City, Mo.

DELCO SALES AIDS

The Directory of Sales Aids in the April merchandising issue did not include the Delco Appliance Div. of the General Motors Corp., a major manufacturer of heating and ventilating equipment.

The editors regret this omission because Delco offers a variety of valuable merchandising aids: signs and placards; a model home package of hand-out literature and displays; sales training films, manuals and service schools; publicity releases for newspapers, TV and radio use; a full warranty program including one-year guarantee on all heating and cooling equipment, nine years on heat exchangers, four years on the refrigerant system. Delco's address: Delco Appliance Div., General Motors Corp., P.O. Box 230, Rochester, N.Y.

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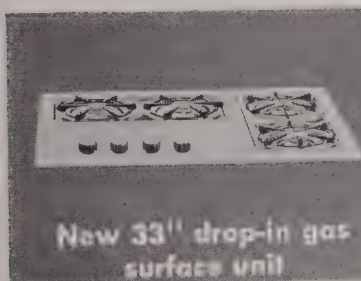


SALES BUILDER: TAPPAN BUILT-IN GAS OVEN WITH SEPARATE ROLL-OUT BROILER gives wonderful freedom and economy because it's *interchangeable* with electric units in the same cut-out. Oven teams perfectly with any Tappan surface unit . . . and may be serviced without removal from cabinet or wall. Like all Tappan Built-ins, it is easy and inexpensive to install.

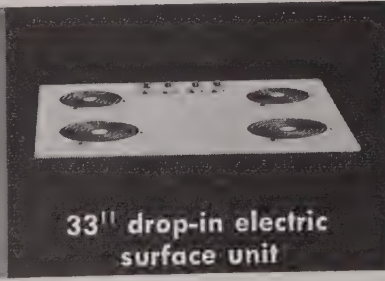


MONEY-MAKER: TAPPAN ELECTRIC DOUBLE OVEN, JUST 24 INCHES WIDE, interchanges with Tappan gas oven units without extensive installation work. Doubly great! Dinner roasts in one oven while cakes or pies bake in the other. It's convenience every woman dreams about.

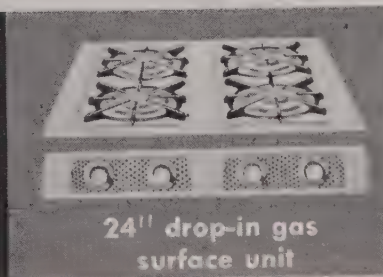
LOOK! INTERCHANGEABLE SURFACE UNITS, TOO!



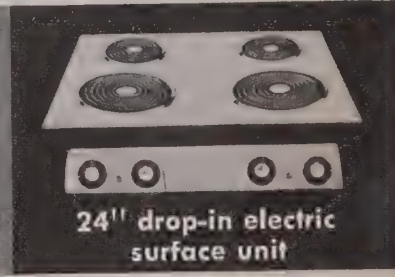
New 33" drop-in gas surface unit



33" drop-in electric surface unit



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24" drop-in electric surface unit

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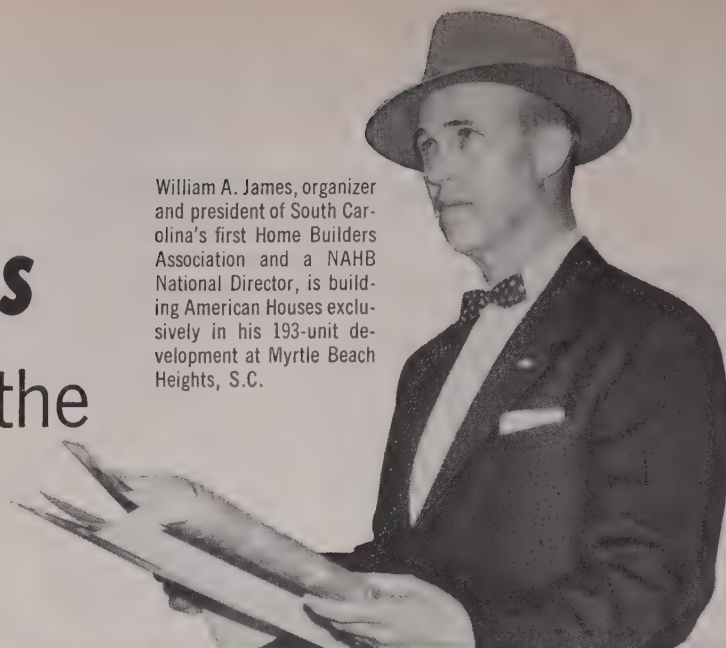
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"In my Myrtle Beach Heights development, I'm selling this Ideal and four other styles with monthly carrying charges \$25 less than average rentals. The quality and value are so outstanding that ...



... custom buyers had me build higher-priced American Houses on individual lots in Myrtle Beach and Johnsonville, S.C. These homes included the Citadel in the medium-price range ...



... and this luxury home, the President, which is now providing spacious and gracious living for a textile mill executive."

Bill James' development at Myrtle Beach Heights, S. C., has convinced him that American Houses save time, make more money, and are best for the small builder. With American Houses, he is able to offer five different styles in this development—each for less than \$10,000 complete. What's more, custom buyers were so impressed by the quality of these homes that they are now having Mr. James build luxury-priced houses on their lots. Mr. James finds American Houses best for both markets because of their flexibility and the full range of designs for all price levels.



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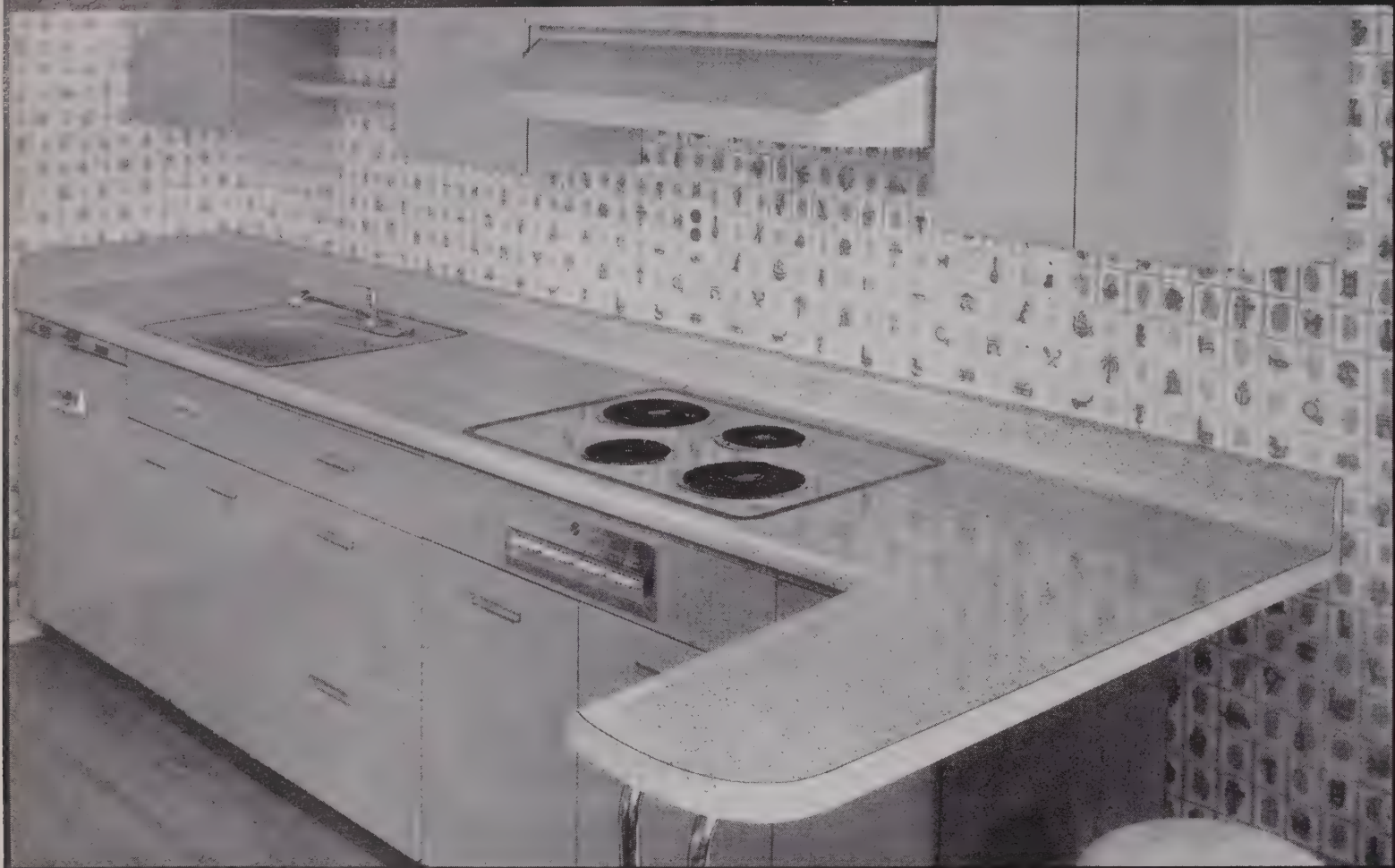
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Birchwood Park kitchen features Textolite postformed counters and "Mix-or-Match" color styling. Fabricators: Formed Laminates, Inc.

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General Electric postformed counters eliminate dirt-catching seams; add functional design and beauty.

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Combination desk-and-work counter in Birchwood Park kitchen shows "Mix-or-Match" program at work. Textolite surface matches General Electric appliances perfectly. Only Textolite offers the colors and patterns that make a "Mix-or-Match" program possible.

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JUNE 1957

House & Home

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Cover: Design by Natalie Forsberg

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Volume XI, No. 6





Mark Hampton's first award winner (see overleaf) takes advantage of easy-to-curve concrete masonry to set circles off against straight walls.



Alexandre George

Here are the

SIX WINNERS

of the Homes for Better Living Awards
sponsored by the

AIA

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Better Homes and Gardens and NBC

These six houses were picked from among 158 entries as the best custom designed houses built since January, 1954 in the 17 states east of the Alleghenies—the best Homes for Better Living. The judges were:

Harry Weese, AIA, Chicago, chairman
Peter Blake, architectural editor, HOUSE & HOME
Gordon Bunshaft, AIA, Skidmore, Owings & Merrill
Norman Grant, director of color production, NBC
John Normile, AIA, architectural editor, *Better Homes & Gardens*
Ralph Rapson, AIA, dean of architecture, University of Minnesota
Eero Saarinen, AIA, Detroit

These winners have much in common:

- All six have flat roofs.
- All six omit any overhang on at least two sides.
- All six have strong fascia.
- All six emphasize natural materials. And all the masonry houses bring the exterior masonry indoors.
- All but one are post and beam construction (two use steel framing).
- All but one light the interior with skylights.
- All but one have at least one all-glass wall (one has two, one, three).
- All the glass walls are ceiling high and all the overhangs carry the ceiling plane straight through the glass.
- All six have clearly articulated plans dividing day and night areas.
- All six reflect very strongly the influence of Mies, Gropius and Breuer.

The judges were so conscious of these similarities that they prefaced their decision with a strong statement. They said their choice must not be construed as endorsing or encouraging any one style (see page 115). They said they would gladly have premiated entries in other styles had they felt those entries were good enough.

The not-similar entry which came nearest to an award is a pitched-roof, white clapboard house which the judges considered “traditional,” but the architect calls “strictly contemporary” (see page 116).

In addition to these six custom houses, 11 builder houses received *Better Living Awards* from another distinguished jury in this same AIA-NBC-BH&G-H&H competition (see page 139).

FIRST AWARD

Mark Hampton, architect

Class A—under 1,600 sq. ft. Builder: L. F. Martin, Inc. Location: Lake Wales, Fla.



Entrance leads through house towards lake. Turret holds top-lighted kitchen.

CITATION: This house and its formal landscape show the clarity and unity essential to good architecture. The detailing throughout seems exceptionally fine and elegant and several ideas in the treatment of space are both imaginative and handsome—particularly the sunken living room area with its built-in seat and the use of the pool to separate the glass walls from the other living areas.

There was some question whether the various circular and cylindrical forms used might not appear too heavy in reality, and whether they did not appear a little too forced, particularly in the bathroom and the fireplace. These were felt to be relatively minor faults.

Although the house was designed to serve as a luxurious pavilion for a bachelor, the solution had qualities of broader interest.



Photos: Alexandre Georges

Curves in kitchen and living room

The indoor pool runs right into the bedroom. The storage wall which divides sleeping and living areas stops short of both outer walls. Both end walls are opaque glare-reducing blue glass.

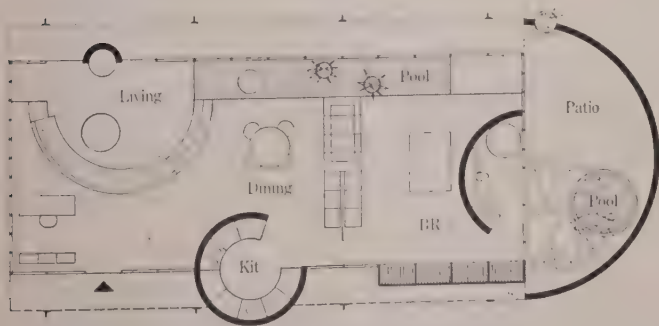


Curves even in the Pompeian bath



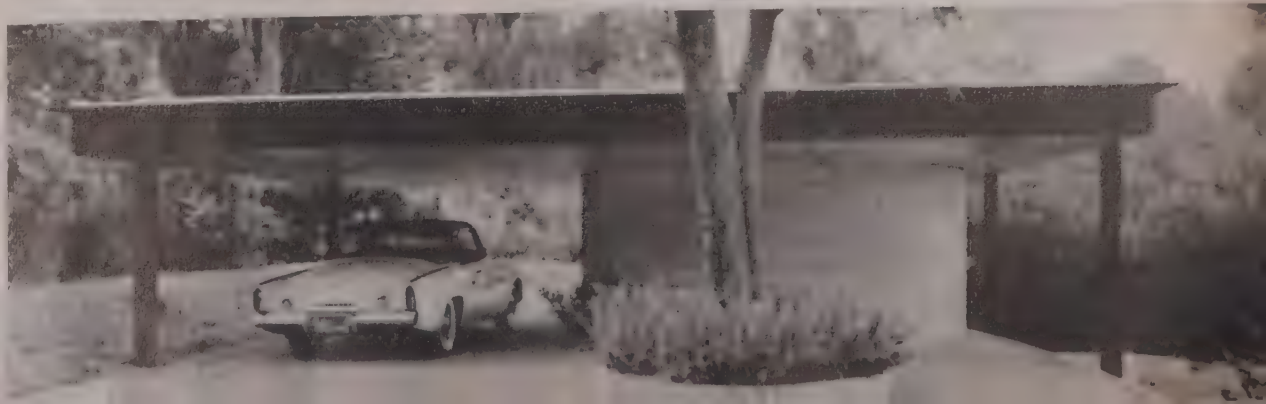
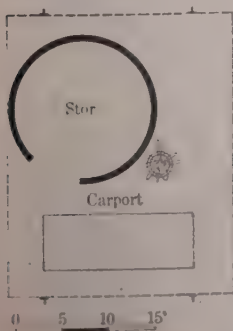


Sliding glass makes the lake and the lush Florida foliage part of the wall pattern. Ceiling is 1½" random length, pecan flooring.



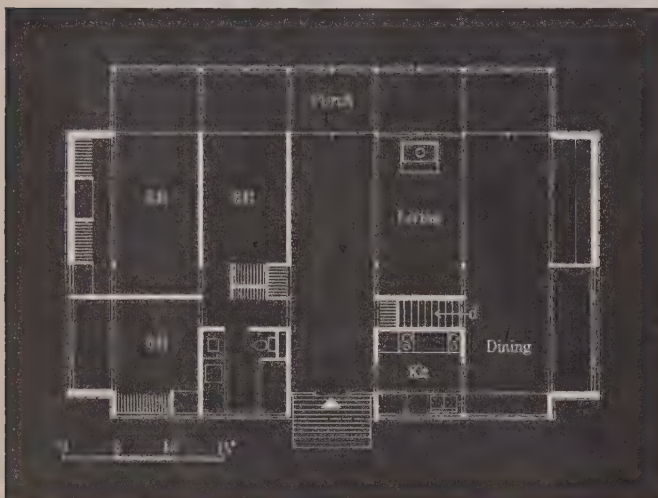
Plan shows the contrast of curve and rectangle. Structure and roof provided the rectangular forms with interior spaces defined by changes in floor level and by the circular concrete brick walls. House is completely surrounded with glass on three sides. On fourth side, glass is interrupted only by front door, kitchen, closets.

Dining area is above pool and living room. Note Miesian "gap" between wall panels and ceiling. Note, too, how concrete block can be curved, especially if laid vertically. Carport, below, repeats lines of house. Both are steel framed with free-standing tee columns in 16' x 30' bays, WF beams and heavy steel plate fascias in an angle section.





By night, the Matsumoto house seems to float among the trees. *This house was one of the 57 houses for '57 published in H&H last October.*



Plan for the living areas is based on 8' module. Four foot cantilevers at bedroom and dining room ends project their floors out over the slope.



Judges found detailing like this impressive, but . . .

AWARD OF MERIT

George Matsumoto, architect

Class A—under 1,600 sq. ft. Builder: Frank Walser Location: Raleigh, N. C.

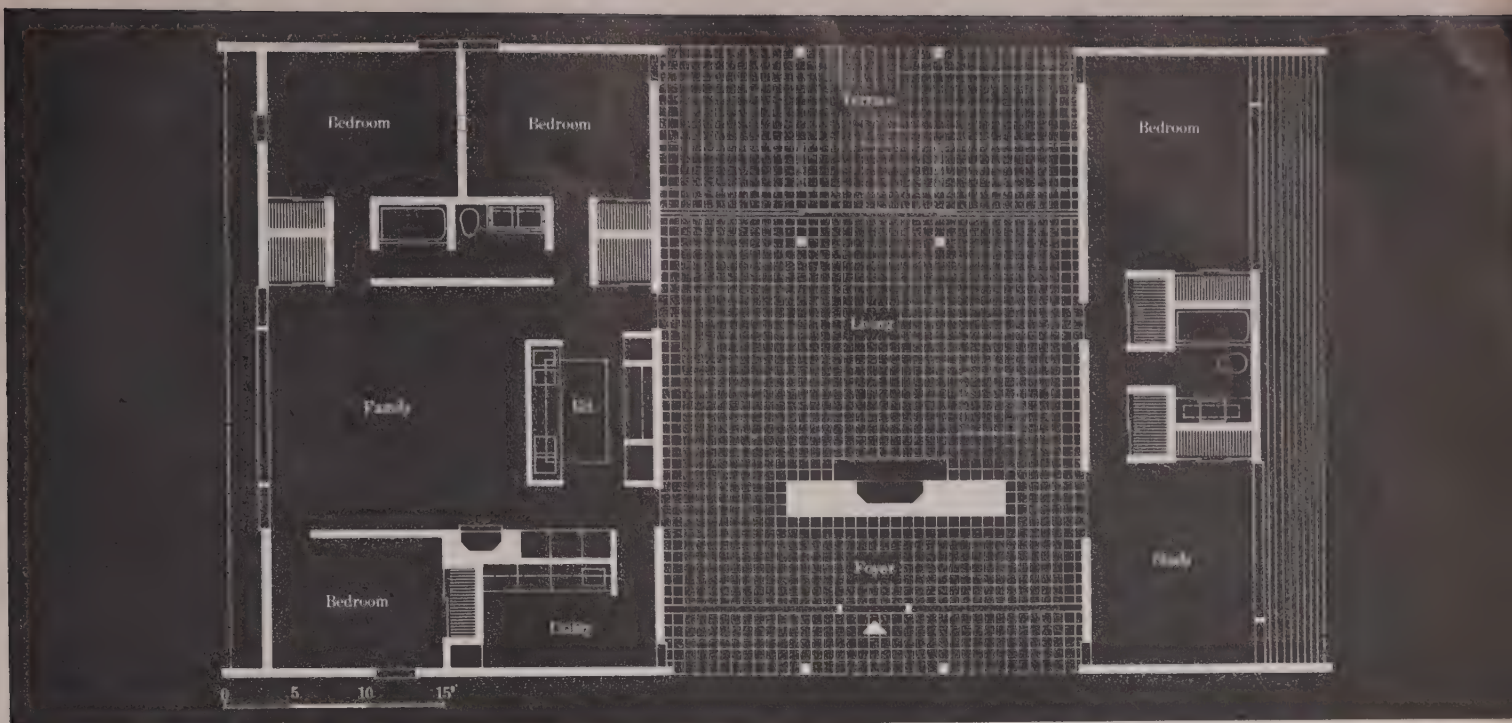
CITATION: The jury was very much impressed by the proportions and detailing of the street façade as well as by many of the fine details inside. It was also favorably impressed by the fine integration of structure and plan and by the excellent use of the slope of the land, and by some of the detailing of the landscape approaches.

However, it was felt that the short sides of the house as well as the downhill elevations did not meet the same high standards of design shown elsewhere. For this reason the jury awarded this house only an award of merit.

. . . treatment of the downhill slope was not on a par with the rest.



Photos: Joseph W. Mottor



Plan, using living room and foyer as a buffer between children's zone and parents, shows the good zoning ideas the jury praised.



Living room, like play room, study and master bedroom, has one all-glass wall which faces the massive stone fireplace.



Far wall of living room is back wall of kitchen. Sliding doors on either side of this partition pull across to close off the children's zone.

AWARD OF MERIT

George Nemeny, architect

Class B—1,600 to 2,800 sq. ft. Builder: Andrew Johnson

Location: Great Neck, N.Y.

CITATION: This house received its award of merit primarily because the jury felt that it would be hard to find a plan more workable for family living in a house of this size.

The children's bedrooms are grouped around a large play area which is supervised from the kitchen. These rooms are clearly separated from the formal living area and the master bedroom suite beyond. All this shows an excellent understanding of how to make a house for a big family easy and pleasant to live in.

Unfortunately, some of the detailing does not seem to live up to the high promise of the plan.

Bulky fireplace chimney, broken fascia line came in for criticism.





You can look across this garden court set between two wings and right through the living room to the woods beyond.



Stone front blends into surroundings, is almost lost from the road.

FIRST AWARD

Eliot Noyes, architect

Class C—over 2,800 sq. ft. Builder: Borglum & Meek, Inc.
Location: New Caanan, Conn.

CITATION: The jury unanimously cited this house:

1. For a simple, dramatic concept carried out without compromise in excellent taste and detail.
2. For the contrast between the private landscape in the central patio and the outer woodland views.
3. For placing, in effect, two houses under one roof—one house for the parents and formal living, the other for the children and informal rioting.

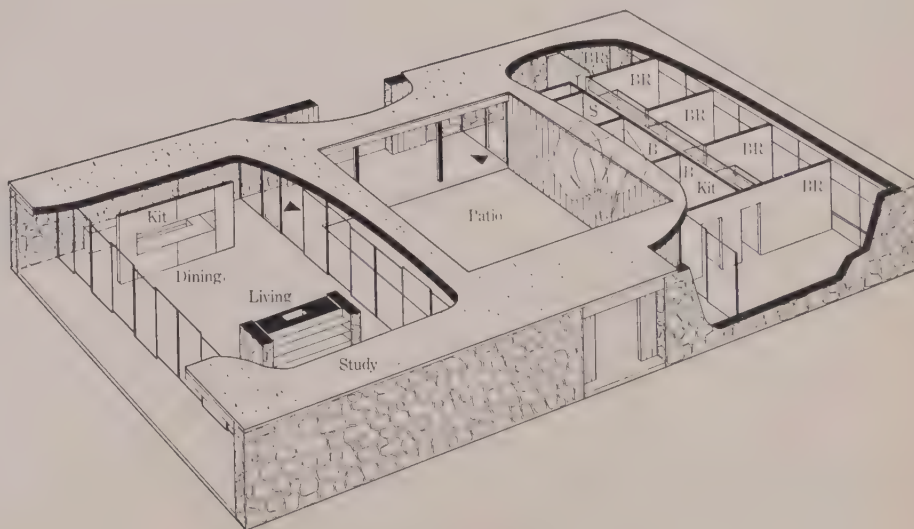
The open connecting passages may be better suited to a warmer climate, but this was not considered of major importance, since glazing of these passages would in no way detract from the form or functioning of the house.



Photos: ©Ezra Stoller



West wall of living wing overlooks a picnic clearing in the woods. Glass doors and windows are protected by deep overhang and massive stone walls.



Living room has a 9' ceiling, looks even higher because glass is ceiling-height, too. Fireplace divides this room and study-family room. Floors are stone.



This House was one of the 57 houses for '57 published in H&H last October.

AWARD OF MERIT

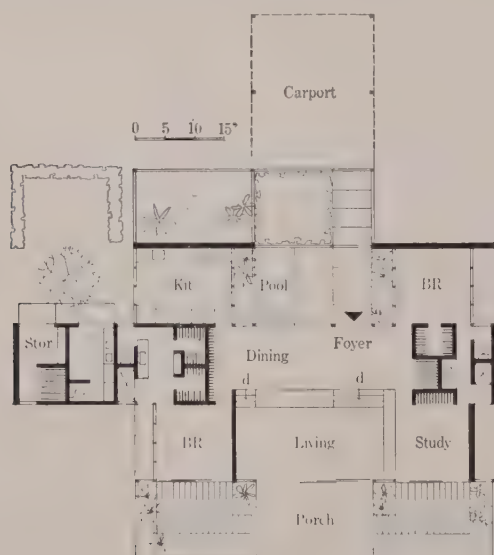
Mark Hampton, architect

Class B—I,600 to 2,800 sq. ft. Builder: L. F. Martin Builder, Inc.

Location: Lake Wales, Fla.

CITATION: The jury liked many parts of this house—e.g. the entrance court with its pool, the detailing of the screen porch, and the general arrangement of the simple, well organized plan—but it was critical of several details: For example, the east end of the sunken living area is too busy a combination of different patterns and textures (some of them not very pleasant); and the location of the formal dining area right in the entrance foyer seems out of character with the size of the house.

Because of this criticism the house was not chosen for anything higher than an award of merit.



Plan rambles from the street down the sloping site toward the lake front. Only the living room is dropped. The minute you come in you see the lake. Baths have second door opening onto yard.



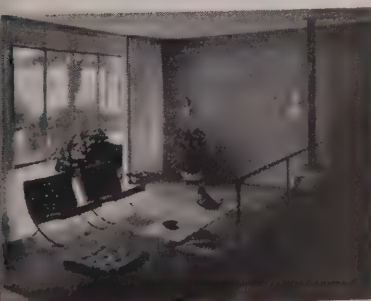
← Screened outdoor area is as big as indoor living area, not counting bedrooms, closets and service areas. Vertical grayed redwood louvers which enclose end walls give house privacy from its neighbors.

Redwood deck, below, projects from the masonry walled study. The deck also leads down onto the screened porch.



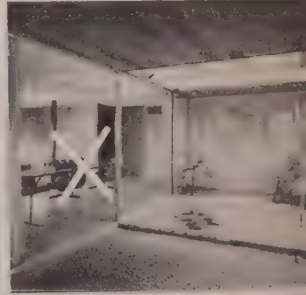


Light blue door helps architect solve the difficult problem of how to give character to an all-screen front. Everything else indoors and out is gray or white.



← Living room is dropped, partly to conform to the sloping site, partly because this biggest room needed more height. Note free-standing post in the room.

Master bedroom, like study opposite it, has its own private deck, its own private view of lake (below). Sliding glass doors close off the decks in bad weather.



Too many patterns and textures on this wall drew criticism from judges. Sliding screens above wall-hung cabinet open into study. Judges also criticized location of the dining table in foyer, but liked the pool in the entrance patio.

Photos: Alexandre Georges



All walls are glass or concrete panels set in modular wood frames. Front of the house, above, has bedrooms screened by latticed brick. Paving and planting alternate in terrace.

AWARD OF MERIT

Charles M. Goodman Associates, architects

Class C—over 2,800 sq. ft. Builder: Melvin J. Duncan & Co. Location: Washington, D.C.

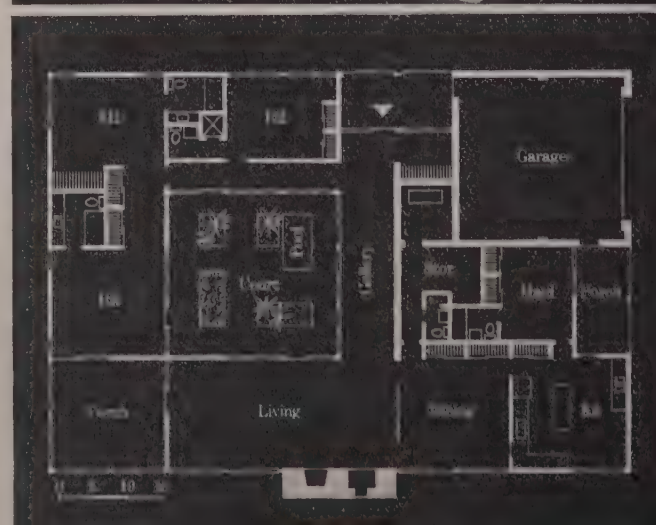
CITATION: The jury was impressed by the simple modular panel system used throughout this structure and by the variations developed within that system. It also felt that the central court would be a major asset to this large plan both as a source of light and as an outdoor extension for some of the smaller areas within the plan.

The jury questioned several minor aspects of the design:

1. The use of a wooden surround to receive a precast concrete wall panel. Are the two materials naturally in harmony?
2. The proportions of the living area. Is it too long and narrow?
3. The size of the fireplace unit outside the periphery.

Some of these doubts might have been resolved if the architect had submitted interior photographs.

The inner court is the core of the plan and all areas in the house open to it. Gallery leading from the entrance serves as a thru-way past the court and into the living areas. The inside baths have skylights.



But ...

here is the jury's final word:

"The jury was unanimous in expressing its disappointment with the majority of entries: it felt that too many submissions were without quality of structure, form, detail, spatial interest, or understanding of the site. Too many seemed to try too hard to crowd a whole bag of architectural tricks into a few hundred square feet of space. Too many seemed to show little or no feeling for domestic architecture as an art.

"The six houses premiated represent one clearly defined direction of domestic architecture today—and only one. This was not due to any dogmatism on the part of the jurors. It was due entirely to the limitations of the work submitted. Several jurors, in fact, argued for an award to an almost entirely 'traditional' house because, unlike so many of the 'modern' submissions, that house showed standards of good taste and elegance sadly lacking in most of the other entries.

"Specifically, the jury regretted that so little good work was submitted by those who believe in a more informal domestic architecture, or by the admirers of Frank Lloyd Wright. These latter should have known better than to copy his work ludicrously.

"If these seem harsh judgments, they reflect the feeling of the jury at the end of its meeting. A house is really a very straight-forward problem, the jury felt, and there is no reason why the solution to that problem should not be simple, direct, unaffected, well proportioned, and well built.

"The six houses selected for awards met those simple standards. The rest missed—a few by an inch, most by a mile."

In arriving at its decisions, the jury showed remarkable unanimity. This was in no way due to the influence of one or two members over the rest: in fact, a re-check showed that each juror had privately rated the six finalists near the top during the preliminary examination of the entries.



NO AWARD

George W. W. Brewster, architect

Class B—1,600 to 2,800 sq. ft. Builder: William A. Berry & Sons. Location, Manchester, Mass.

This house came closer to winning a Homes for Better Living Award than any other house without a flat roof.

A minority of the jury wanted to give it special recognition for its "lasting qualities of good design: simplicity, excellence of proportion, elegance of detail."

In the end, the majority rejected the house because: 1) The kitchen was a long walk from the entrance hall (see plan, right); 2) The detailing, while sensitive and neat,

was full of minor traditional clichés; 3) Giving an award to this house would encourage a form of provincialism, which has acquired some distinctly chauvinistic overtones through articles published in certain popular magazines. The majority of the jury felt strongly that this was not a point of view to encourage, even if only by implication.

The disagreement inside the jury room over this controversial house is sure to be repeated outside among architects and among many others, too. Here are some of the



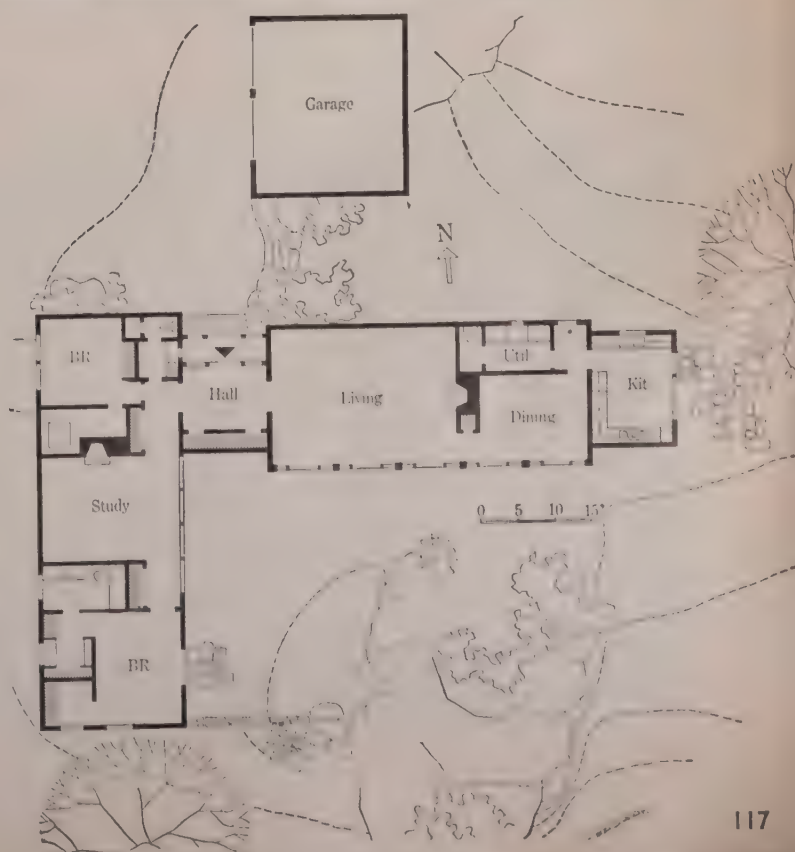
South side of the house as seen from the beach

questions that are likely to be raised:

Should the house be condemned with the bad word "provincial"? Or should it be favored with the good word "regional"? Is the house traditional? (Most traditionalists would deny it.) Is it modern? (Not by the canons now most popular in the architectural schools.) Where then do you place it?

Was the architect copying old styles, or is he a creative designer who refuses to copy the new styles?

Architect Brewster insists that his design was ruled by neither new nor old dogma. On this issue of architectural non-conformity, *HOUSE & HOME* showed the house to Frank Lloyd Wright and invited his comment. *You will find it on the next page.*





Living room exterior from the south



Study, with hall to guest bedroom at right

Photos: ©Ezra Stoller



Entrance, with foyer beyond



Living room as seen from the dining room

Here is Frank Lloyd Wright's comment on this house:

"It is a good house. And even more important than the house is the spirit of independence the architect shows. I am tired of seeing the same new clichés over and over again. Architects should be encouraged to find their own expressions. We are entitled to a vast variety of form in our complex age, so long as the form is genuine and serves architecture as architecture serves life."

Architect Brewster himself has strong convictions about the house and what he was seeking to accomplish:

"I was brought up to believe that only flat roofs are modern," he says, "but this house is modern, pitched roof or no. It is not a copy of anything from the past. I tried to do something suitable to the site, and for our times, without dipping into the bag for any clichés, old or new."

"I did try to create the same kind of effect and delight produced by some of the old houses here in New England. But I didn't make any compromise with common sense in

order to do this. The floor-to-ceiling glass is obviously a modern expression totally appropriate to the site and the orientation of the house on it. Incidentally, the orientation is the same that builders were using in New England 250 years ago and I used it for the same reason they did.

"Of course the plan was influenced by the rocky site, but I sought to make it free and open. When people say that the clapboard siding and the pitched roof make the house traditional, I think they are being very superficial.

Everyone knows that clapboard siding and pitched roofs have been used here for generations, but I did not allow that to influence the way I handled them. I used them simply and directly to meet a practical need. Our local carpenters know how to build with clapboard and shingles inexpensively, and these materials withstand the violent winds and rains and heavy snows better than almost any other. I feel it would have been doctrinaire to have rejected them simply to achieve a particular style."/>



Living room looking south to rocky beach

Motor court and north side of the house



REVIEW and OUTLOOK

Gambling with the Government

Suppose the automakers were now screaming to the Government to "do something" because sales are not as good as they would like, certainly not nearly on a par with record 1955. They would be laughed off the streets.

Yet the home-building industry has no hesitation—or pride, apparently—about yelping for Government help because housing starts are off. Last month's starts were actually 28 percent above February's, but on an annual basis they were the lowest since February, 1949.

The complaints of a number of builders are summed up by the president of the National Association of Home Builders, George S. Goodyear. He said the industry is "tottering on the brink of disaster. This economic brinkmanship is a dangerous game that the country can no longer afford to play. Strong, affirmative action is needed before Congress recesses for Easter. It cannot wait." And his punch line: The Administration and Congress must "stop gambling with the welfare of the American people."

What manner of talk is this? What gambling? People either buy lots of cars or few; they build or buy lots of houses or few. What's the difference between the two?

In a way there is a difference. The Government has intervened in the housing market far more than in the auto market. Besides public housing, we have such ambitious projects as the Federal Housing Administration and the Veterans Administration programs designed to encourage people to buy homes whether they were able to pay for them or not—and help the housing industry.

Now, whether they all appreciate it or not, the builders are getting a little lesson in the truth that Government intervention is not an unmixed blessing.

For one thing, the builders had long been accustomed to Government-sponsored cheap money. Today that

chicken has come home; money is scarcer and hence more expensive, and the Federal money managers are wisely disinclined to reverse that situation by unleashing a new inflationary flood.

Moreover, the Government's cheap money policy of the past combined with the Government's housing programs to give a large artificial stimulus to home-building, with the result that many areas are now overbuilt. So that's another returning chicken; demand has inevitably sagged.

Finally, the spur to housing the Government gives the Government can also take away. The G.I. market, for example, is drying up, partly for lack of demand but also in no small measure because the maximum interest rate permitted by Congress is too low and vote-conscious lawmakers refuse to raise it for fear of "hurting" the veteran.

In this situation the builders obviously should lower their sights and build according to demand. Instead, some of them have become so used to Government intervention that the only thing they can think of is more Government intervention.

To Mr. Goodyear and those like him, apparently, the supply-demand equation is no longer important. The danger of outright inflation—and it is inflation he is asking for—is irrelevant, even though inflation would do even the home-builders no long-term good.

And the climactic illogic in all this is the perfectly preposterous proposition that the Government must never allow any fall-off in the housing boom. If "x" number of houses were built last year, then come hell or high water "x-plus" must be built this year.

In its own interest it is time the housing industry came to its senses. And it would be salutary if other businessmen would begin to see just who it is that's gambling when they implore the Government to "help" them.

What would the auto makers say if the Government cut their credit for time payments in half, and so cut this year's car sales to 4,200,000.

See Fact No. 13.

That's like saying clothing sales rose just before Easter.

See Fact No. 16.

See Fact No. 13.

See Fact No. 8.

See Fact No. 7.

See Fact No. 3.

See Fact No. 11.

Amen.

AN OPEN REPLY to

THE WALL STREET JOURNAL.

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on behalf of the home building industry

Your editorial attack on the home building industry last week was clever and bright and amusing, but it was unfair from start to finish.

You made the home builders look foolish by taking their words out of context and so setting up a straw man you could ridicule. You made them seem to ask help and favors they are not asking.

But you contributed nothing to your readers' understanding of how home building was whipsawed between too easy money and too little money.

You did not explain the government actions which made it certain that home building would be hurt first and worst by tight money. You did not tell your readers how the government itself has kept home building from getting the financing it needs in the free market.

The Wall Street Journal is far too important a newspaper to tell only half the story. Your readers are far too influential. Your readers should be given the whole picture and told the essential facts:

This editorial was written
in collaboration with
home building's No. 1 economist
MILES L. COLEAN

FACT NO. 1

"Home building is just about the most important single industry in America." So says Wm. McChesney Martin, Chairman of the Federal Reserve Board.

Home building is not only America's biggest single industry; it is also the most dynamic industry, exerting a tremendous influence to stimulate spending for everything from appliances, furniture, draperies, and rugs to schools, churches, stores, roads, and even cars.

Compared with agriculture, home building is bigger than cotton plus wheat plus corn plus tobacco combined.

For ten years after World War II the newly great home building industry played much the same part in sustaining national prosperity that the newly great automotive industry played after World War I.

FACT NO. 2

The biggest and most dynamic industry is now in very serious trouble. It is the only great industry which is not sharing in national prosperity.

While the economy has been expanding 6.5%, home building has been cut back 40%, from an annual rate of 1,460,000 starts in Dec. '55 to 880,000 in Feb. '57.

FACT NO. 3

This crisis in home building was precipitated by the Federal Government itself. (See Fact No. 5)

That is why the home builders have no hesitation—or pride—about asking not for help, but for relief.

FACT NO. 4

The two chief architects of today's tight money policy—Randolph Burgess of the Treasury and William McChesney Martin of the Federal Reserve—have both publicly recognized that tight money has hurt home building as it has hurt no other industry. Both have said they wished they knew some simple way to correct this.

Why is home building the scapegoat?

FACT NO. 5

Here are the two big reasons why home building has taken almost the whole cutback of tight money:

1. The Federal Government refused to let home building raise its bid for money for FHA and VA mortgages. While all other borrowers were offering higher and higher interest, the Government kept the FHA and VA rates fixed far below the market price. (The FHA increase allowed last December was too little and too late. The VA rate is still frozen at 4½%—unchanged since 1954.)

And the Government has forbidden builders to meet the rate freeze with discounts unless the builder is willing to pay the discount out of his own pocket instead of passing it on to the home buyer!

2. Meanwhile the Federal Government has stimulated and in effect subsidized the tremendous increase in corporate borrowing that has sopped up the money that formerly went into FHA and VA mortgages.

In effect the Federal Government offers to pay more than half the cost of any new corporate plant investment, first by allowing the corporation to deduct from its taxes 52% of its interest payments and 52% of its entire plant cost as the plant depreciates.

How can the free market allocate money fairly when the Government 1) forbids home building to raise its bid and 2) offers a 52% tax subsidy to home building's competitors in the money market?

FACT NO. 6

Even inside the home building industry the impact of tight money has been very unevenly divided.

The entire cutback has been taken by those builders who were serving the lower priced market—the market which had been financed primarily through FHA and VA.

The higher priced market—the market which uses conventional financing—is still booming.

Incidentally, this boom in quality houses means that even if starts fall to 900,000 this year, those 900,000 will use more quality products than the 1,200,000 smaller and cheaper houses built in 1950. They will use more lumber, more roofing, more siding, more flooring, more bathtubs. They will include many times more appliances—more ranges, more refrigerators, more dishwashers, more disposers, more clothes washers—and 30 times more air-conditioning units.

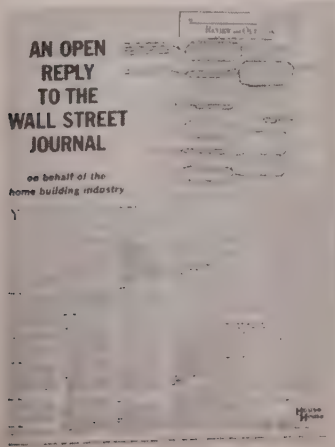
FACT NO. 7

The home building industry is not asking the Federal Government for help to sell more houses; it is not asking for help of any kind.

It is asking for *relief* from the Federal actions which have indeed brought many builders to the brink of bankruptcy. Specifically:

1. It has asked the Federal Government to stop freezing the FHA and VA interest rates so far below the market.
2. It has asked the Government, through the Federal National Mortgage Assn., to tap a wider source of

HOUSE & HOME bought a full page in the WSJ to lay our industry's case before its readers



Here are some of the first reactions:

Congratulations and thanks for your open letter to the *Wall Street Journal* in today's issue of that paper. It was extremely well done and timely. Everyone interested in housing—in fact, the American public—owes you a debt of gratitude.

OWEN R. CHEATHAM, president
Georgia-Pacific Corp.

Your reply to the *Wall Street Journal* was wonderful.

JOSEPH A. GRAZIER, president
American-Standard

You spoke up well for the best interests of the realtors too. I congratulate you on the clearcut way you presented the 18 facts on behalf of the industry.

KENNETH S. KEYES, president
NARIB

You did the whole industry a good service.
JOHN M. COATES, president
Masonite Corp.

You covered the subject brilliantly in the interest of the lumber dealers of the country, who have been hard hit by the way tight money has retarded home building.

MAURICE GARNER, secretary
Carolina Lumber & Building Supply Assn.

continued on next page

money for FHA and VA mortgages by selling \$2 billion worth of mortgage certificates to investors who cannot or will not buy mortgages as such. (Only "qualified mortgagees" are permitted by law to buy FHA loans. In practice this limits the market to a few thousand lenders, mostly savings banks and life insurance companies.)

The home builders frankly admit that in asking this relief through FNMA they are pushing a "crash" program to save many of their number from bankruptcy before it is too late.

This plea for relief through FNMA is no more than hundreds of railroads, manufacturers, and even banks asked (and got) from RFC when they found themselves caught in a money squeeze no worse than the money squeeze today on builders serving the lower priced home market.

FACT NO. 8

One big reason home building is being left to bear the whole cutback from tight money is that some high officials

think the Government should turn home building on and off as needed to compensate the ups and downs in other industries. If general business is bad, let home building have enough mortgage money to build more houses; if general business is good, cut home building back.

For example, Vice-chairman C. Canby Balderston of the Federal Reserve has just cited home building as the No. 1 example of "postponable demand" with "marginal status" that "stands ready to absorb funds when credit eases." And Senator Paul Douglas of the all-important Senate Housing Subcommittee says: "I have always believed that home construction could in part be used as a counter-cyclical measure."

What would the automotive industry—or any other industry—say and do if it were told that its sales volume would be determined, not by its own sales efforts, not by the need for its product, but by Government ukase to balance out the failures or successes of other industry competing for the same consumer dollar!

Home building asks not to be subsidized

FACT NO. 9

Home building is not a subsidized industry like farming. It does not want to be subsidized. On the contrary, it wants *not* to be subsidized. The only subsidy home building gets is public housing, which the home building industry has fought first, last, and all the time.

All the other home building programs combined have cost the Federal Treasury little more than price supports for peanuts.

In fact, the Federal Government spends so little tax money to help home building that the industry cannot even get usable market reports from the Bureau of Labor Statistics.

FACT NO. 10

Far from being a subsidized industry, home building is constantly bedeviled by Government interferences that make it harder to build and sell better houses for less.

Local building costs enforce \$1,000 waste on almost every small house. Fictitious Federally decreed interest rates for VA and FHA often cost another \$1,000 for discounts. Under-taxation of land lets land prices soar out of sight, often adding \$2,000 to the price of a small lot. Many communities try to discourage home building through prohibitive improvement requirements. And taxes take 40 cents out of every building dollar!

FACT NO. 11

FHA insurance is not a subsidy.

FHA is a mutual insurance system operated by the Govern-

ment at a substantial profit. Its insurance premiums are twice as high as the insurance premiums charged for comparable insurance in England by private casualty companies with no government participation at all. Its insurance premiums are much higher than those the savings and loans plan to let their own proposed insurance company charge. Its insurance premiums are so high that some FHA critics say that FHA, far from being a concealed subsidy, is really a concealed Federal tax on the ownership of small homes.

The main reason FHA needs Federal participation is to let money flow freely across state lines from the established areas where money accumulates to the growth areas where mortgage money is most needed. If there were no state barriers and no conflicting state laws, mortgage insurance could be handled here by private insurance companies as in England (and for a lower premium than FHA charges, as in England).

FACT NO. 12

The home building industry is not asking Congress to extend the veterans' housing program.

FACT NO. 13

Even though tight money has hurt home building as it has hurt no one else, nevertheless the home building industry recognized that a stable dollar is doubly essential to any industry dependent on heavy borrowing, so the industry has gone clearly on record in support of what the Treasury and the Federal Reserve are trying to do to protect the dollar.

Wrote Chairman Martin of the Federal Reserve: "It is

I am glad you had both the courage and the time to attempt to put the *Wall Street Journal* straight.

I think, in the main, you did a very swell job.

AKSEL NEILSEN, *president*
The Title Guaranty Co., Denver

First, let me say, 'touche,' and secondly, please accept our appreciation for bringing the subject so promptly back into proper perspective.

I. J. HARVEY JR., *chairman*
The Flintkote Co.

Re: *Wall Street Journal*. Bless your heart! And thanks!

CONRAD "PAT" HARNES, *Exec. V. P.*
PHMI

... Excellent.

WILLIAM BYNUM, *president*
Carrier Corp.

Your reply was so full of important information that I would like to obtain 200 reprints so we could make a general mailing to our membership.

You are to be congratulated on your efforts on behalf of the home building industry. No other publication has contributed so much.

JACKSON S. POTTER, *executive vice-president*
Fairfield County HBA.

We are fortunate to have people like you on our side with a strong voice and the initiative to help us fight our battles.

C. E. MCGRAHAN, *executive director*
Mahoning Valley HBA

Congratulations on your clear-cut, hard-hitting, factual answer. You have given the *Journal's* readers an enlightened and realistic picture of our industry, its problems and its programs.

I know that every member of the National Association of Home Builders will be interested, so I have taken the unusual step of ordering reprints to send to our entire membership.

The whipsawing of our industry by mutually contradictory government policies and the mistaken notion that home building can and should be stimulated or depressed to counterbalance excesses in other segments of the economy should not be tolerated as an integral part of the national policy.

GEORGE S. GOODYEAR, *president*
NAHB

most heartening to have this great industry take such an understanding and broadminded attitude."

The home building industry does not want the kind of easy money we had in 1954. In January 1955 the presidents of

every important trade association concerned with home building endorsed an open letter to President Eisenhower telling him that too easy money was encouraging serious abuses and threatening serious scandals.

The need for more good new houses is still enormous

FACT NO. 14

By building 12,000,000 new houses since the war, the home builders have indeed eased the housing shortage which was so critical a few years ago. In so doing, they have built themselves out of the easy market, taken the cream off their sales.

So . . .

FACT NO. 15

The money crisis hit home building at the worst possible time, just when the industry was making the difficult three-fold adjustment from a seller's market to a buyer's market, from a market of first-time buyers to a market of second-time buyers, from a market whose first need was cheaper houses for young veterans with very little money to a market whose first need was better houses for families whose rising income lets them afford a more expensive home.

While the builders were learning to serve this very different market, some temporary cutback in starts was probably inevitable, but:

FACT NO. 16

The shortage of good-enough houses is still urgent and critical.

Speaking quantitatively: All the new houses built since the war have still fallen 3,000,000 short of catching up with net new household formation since 1930. (Despite our bigger families we have been able to house 6,000,000 new families only by cutting old units in half.)

Speaking qualitatively: We have houses enough for our nonfarm families only because more than 6 million families are living in units without private inside baths. One nonfarm family in every eight must live in a substandard home because there are still 6,000,000 too few good homes to go around.

FACT NO. 17

Incomes are rising so fast that at the present rate the average family will have an income well over \$8,000 a year (in constant dollars) by 1980. Out of 48,000,000 dwellings occupied today not more than 15,000,000 are the kind of houses people will want to live in when the average family makes as much money as junior executives earned just a few years back.

It is high time America faced up to the critical problem of replacing within 25 years most of the 33,000,000 homes no one will want to live in—including 6,000,000 junkers that should be taken off the market right now.

Net new nonfarm family formation is running about 900,000 a year, so it takes 900,000 new houses a year just to keep up with population growth and farm-to-city migration. It takes at least another 100,000 to keep up with demolitions due to fire, highway construction, conversion to commercial use, etc. So it takes at least 1,000,000 new houses a year just to stand still.

FACT NO. 18

In England Conservatives and Laborites alike recognize the need of building new homes at roughly five times the rate of population growth. By so doing, they hope to replace almost all substandard housing by the year 2000.

At the rate this country has been building since World War II it will take 480 years for America to replace its present 48,000,000 houses! It will take 60 years to replace the junkers that should be liquidated right now.

So it is just plain nonsense to say
America has been building too many homes
Overbuilding is not the problem. The problem is underselling

Our industry needs a spokesman just like you.

DEYO W. JOHNSON, *lumber dealer*
Ellenville, N. Y.

I perused your reply with great interest.

IRVING M. IVES
US Senator from New York

Excellent! Keep up the good work.

JOHN F. AUSTIN JR., *president*
Mortgage Bankers Assn.

Your comeback gives a true picture of the situation and deserves the thanks of all concerned.

F. E. BISSELL JR., *vice president*
Carr, Adams & Collier Co.

I subscribe wholeheartedly to your reply. The facts you stated should convince our congressmen that the inequalities in the current situation should be removed.

MARVIN GREENWOOD, *vice president*
The Celotex Corp., Chicago

Every smart lumber dealer should be grateful to HOUSE & HOME for presenting so clearly and forcefully our industry's case for a fair chance to borrow more money to build more houses.

There is no good reason why our industry alone should pay the whole price for the tight money policy. This unfairness is hurting the lumber dealers almost as much as it hurts the home builders.

PAUL ELY, *president*
National Retail Lumber Dealers

Your page in the *Journal* is magnificent.

It had been suggested to me that I answer the *Wall Street Journal* editorial. I couldn't do it in the way that you have done.

I am convinced now that it is time for the three interests primarily affected—the Mortgage Bankers, the Home Builders, and the Realtors—to get together on the two immediate primary issues (1) release by Congress of the VA rate to administrative adjustment and (2) realignment of FNMA as a true mortgage discount facility.

We have never reached complete agreement on these subjects and it has hurt legislative action. I believe we are bringing the mortgage bankers around to our viewpoint. Perhaps the next move will be to get the home builders to change their approach to FNMA.

EUGENE P. CONSER, *exec. vice-pres.*
NARFB

Two more pages of Letters on pages 244 and 245



ENTRANCE, marked by brick fence and full-grown trees, helps builders' new 1,000-acre community look well established.

JOINT VENTURE IN LAND:





E. E. Pinckney



Norris Pindar



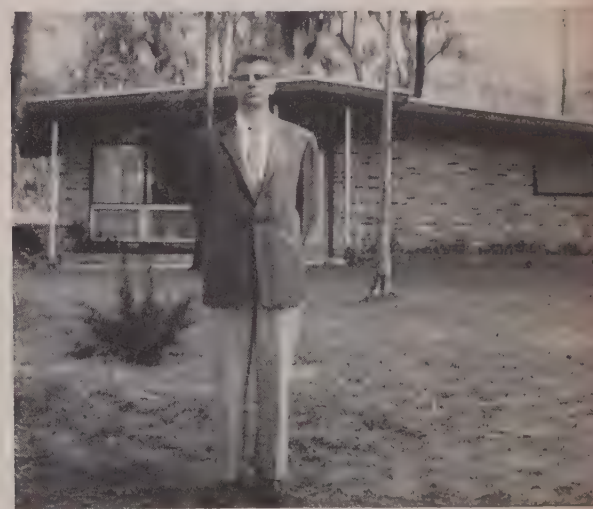
Hugh H. Armstrong



Cecil H. Mason



Clayton Powell



John W. Ahern

how six competing builders started a new community

These six builders joined forces and licked one of today's toughest problems: the shortage of developed land.

They raised \$95,000 capital and formed the Delta Land Corp. to buy and develop a 1,000-acre tract—a site big enough to keep all six going as independent builders for years to come. The project, called Windsor Forest, is located six miles south of Savannah.

After 20 months of operation Delta's record is impressive: 100 acres of densely wooded forest turned into 357 tree-studded lots, complete with all utilities.

Even more newsworthy is the builders' own work: 150 houses built and sold in Windsor Forest. (The 150 include about 40 houses put up by builders who are not Delta stockholders). The six stockholder builders compete with each other as well as with the "outsiders."

The six builders report no pitfalls in joint development "so long as it is divorced from joint building, joint buying and other co-op activities."

"If we did more than develop land together," says Delta president Clayton H. Powell, "it would enlarge the area for possible disagreement." Adds vice president Cecil H.

Mason: "The most important thing about a joint venture is a common interest. We all need developed land."

The six builders find they can do many things working together that they could not do alone:

They can build houses tomorrow at today's land prices. By pooling their capital, the six builders bought enough raw land at today's price to last them eight to ten years. So even as they build more and more houses their raw land prices will not skyrocket.

They can develop enough land at a time to cut costs. Together they build over 300 houses a year. This lets them subcontract for streets and other work on a much bigger scale than if each were developing his own lots.

They can build enough houses to pay for public utilities. The city of Savannah (which operates utilities as a self-supporting business) put in a water system and a sewage disposal plant because Delta could guarantee 200 houses a year after the first year—enough to give the city a profit.

They can create a real community. Windsor Forest is big enough to let its planners lay it out as a complete community with attractions a small project could not support.

To see how Delta works, turn the page

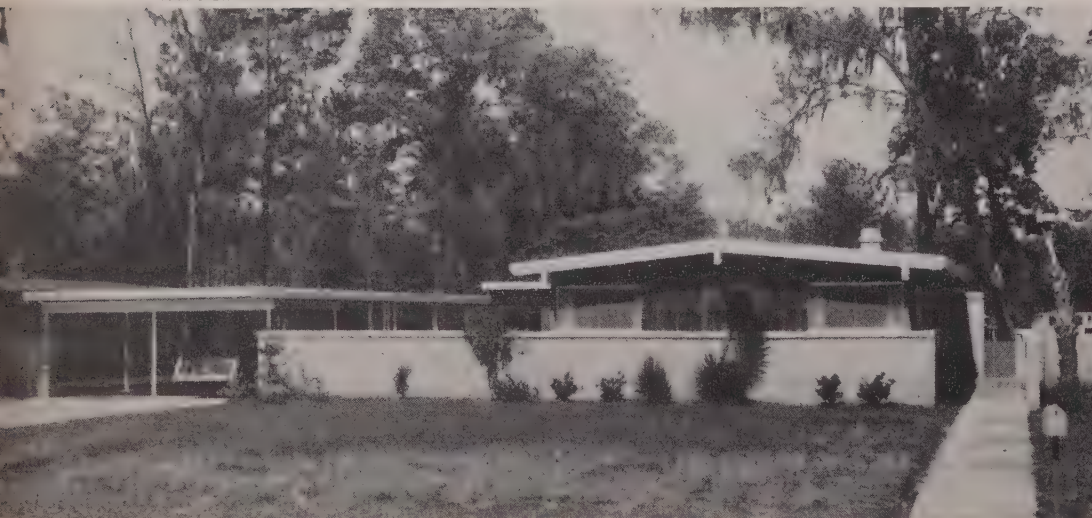


1 BIG PARADE OF HOMES BROUGHT OUT THE CROWDS
Delta got a big boost by persuading the Savannah Home Builders Assn. to hold its first Parade of Homes at Windsor

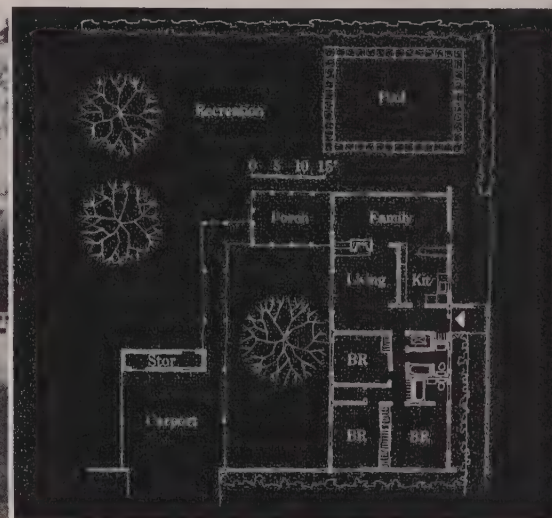
Forest. Thirteen builders put up houses, drew 15,000 paid admissions. "The traffic and fanfare," says Cecil Mason, who is president of the association, "really put the new community on the map."

These four promotion ideas

H&H Staff



3 ARCHITECT'S SHOW-PIECE HOUSE MADE LOTS OF TALK
This good looking house was designed by William P. Bergen, one of Savannah's prominent architects. Delta felt



Windsor Forest's prestige would be increased by examples of good design. Addition of houses like this to the variety offered makes the tract work as a sales stimulus for all the builder-members.

Here are the financial details to show you how Delta operates

The company was capitalized at \$95,000 to acquire and develop land. Its original investors, in addition to the six builders, included an architect and a realtor.

Negotiations for the 1,000-acre site that is now Windsor Forest commenced with Delta hoping to take title for about \$350,000. But Delta also wanted a low down payment and a long term to pay off the balance. As the deal was finally worked out, the purchase price came to \$500,000 and the down payment to \$63,000.

To cover the unpaid balance Delta gave the seller a \$437,000 ten-year mortgage with interest at 3%, payable quarterly. The company agreed to pay off \$63,000 of principal every year, beginning two years from the date of

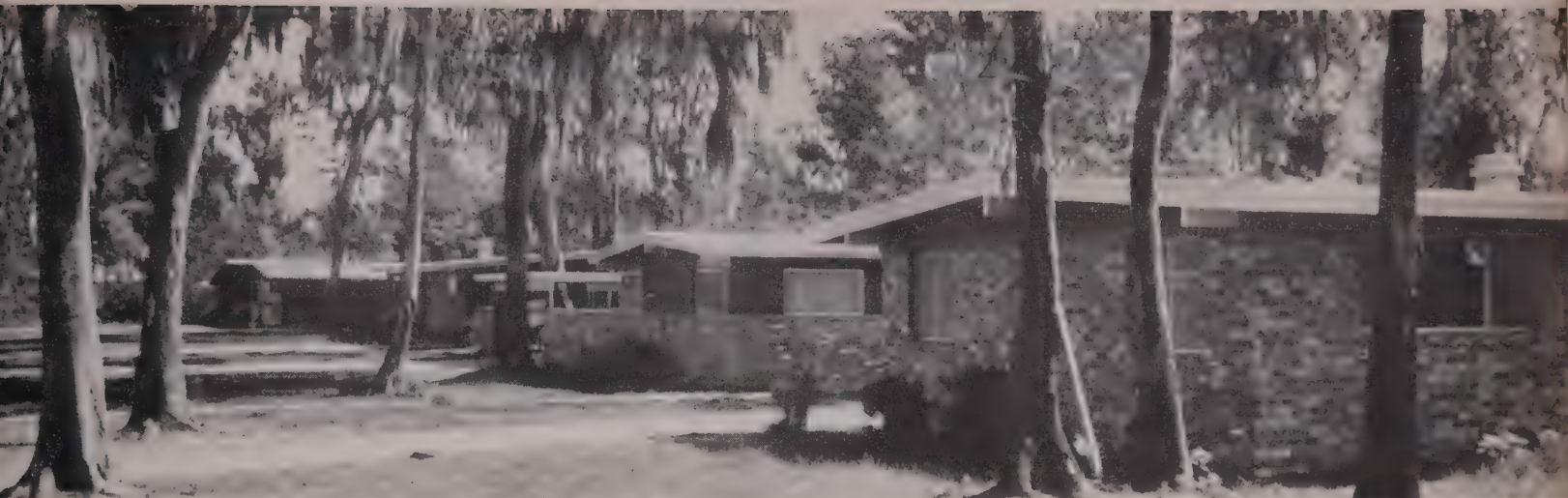
purchase, Nov. 1, 1955. Under the terms of the sales contract Delta also agreed to pay off \$630 per acre for any land developed in excess of 100 acres per year.

After making the \$63,000 down payment, Delta had only \$32,000 left in the bank—and development costs for the first 100 acres were estimated at \$522,000!

Here's how the \$522,000 development cost figure was arrived at:

Engineering	\$15,000
Sewage treatment plant and water system (including pump and well)	185,000
Interior sewer lines and lift station	92,000
Clearing, grading, paving (curb and gutter)	190,000
Swimming pool and bath house	40,000
Total development cost for first 100 acres	\$522,000

This large cash requirement was obviously beyond normal



2 SIX HOUSES SOLD AT COST GOT QUICK OCCUPANCY
 "There's nothing a new community needs more than its first few families because buyers want to be sure they'll find

some neighbors," says Delta's president, Clayton Powell. Powell sold his first six houses at cost to members of his own organization to get first residents and big boosters for the community.

sold home buyers on the new community



Andrews Studio

4 COMMUNITY POOL ADDED EXTRA VALUE TO CLINCH SALES
 Delta built this \$40,000 swimming pool and bath house and gave it to the country club "to dramatize what Windsor

Forest has that most older and smaller communities don't have." Later the club will be given a 9-hole golf course. Savannah Country Day School is building on site next to Windsor Forest.

borrowing capacity and called for financial ingenuity if Delta was to get the work done.

Delta met the occasion, quickly raised \$200,000 by selling raw lots at finished-lot prices to its six builder stockholders.

Each builder bought lots in proportion to the amount of stock he held: a \$20,000 investor in Delta took 25 lots, a smaller investor with, say, \$5,000 in stock, took ten lots. This maneuver brought the company's bank balance back to \$232,000, but that was still a long way short of the cost of the first two-year's improvements.

Delta's next step was to reduce the amount of cash required for development by getting the city of Savannah to put in the sewage treatment plant and the water systems.

The city was willing to do this after Delta guaranteed that 200 new houses would be built each succeeding year. This was

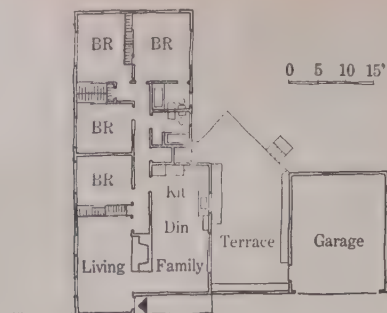
a big enough volume to give the city a profit from the monthly charge to be paid by each house holder.

Even after the water and sewage systems were taken care of, Delta was still \$105,000 short of the cash needed for its first two years' development work.

At this point the company negotiated a \$125,000 line of credit with the Savannah Bank & Trust Co., a state bank that can lend money on land. Each stockholder of Delta was required to sign the company's notes.

Actually, Delta only had to draw \$70,000 of its new bank credit. As work progressed and lots became available, they were sold to stockholders and other builders and the company's income began to build up. The last \$35,000 of the development cost for the first 100 acres was paid with the income from these lot sales.

To see Windsor Forest houses, turn the page



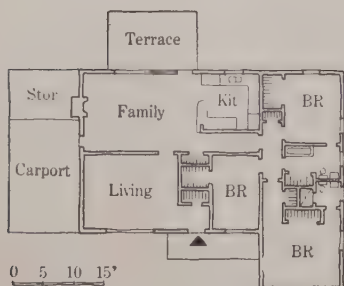
POWELL: POST AND BEAM AT \$25,000

This was the first house built in Windsor Forest. Big Builder Clayton Powell (75-100 houses a year) used it as a showplace for the kind of things to come in Windsor Forest. He says: "This subdivision is like a great big shopping center for houses—if people don't like what I build, they're sure to find something by another builder."

Photos: Andrew Bonn



Variety of houses offered by the six builders makes Windsor Forest a home buyers' "shopping center"



ARMSTRONG: OLD BRICK TRADITIONAL FOR \$16,000

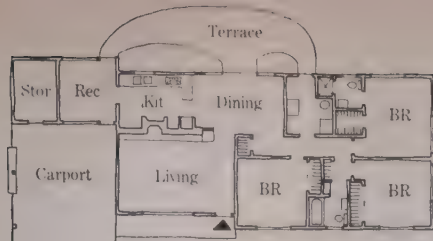
Hugh H. Armstrong builds 20 to 25 houses a year in the \$16,000 range. He sells mainly on a contract basis, finds Windsor Forest good for his kind of operation: "Most of my customers want a choice of site and any unsold lot here is potentially available. The more lots I can show my customers, the more houses I can build and sell."



PINDAR: PATIO HOUSE AT \$19,500

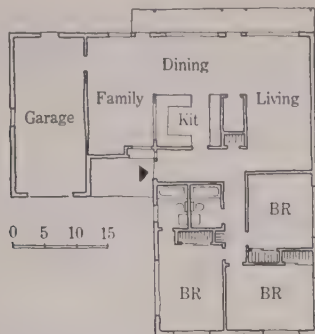
Norris Pindar aimed this house at the FHA market. A small volume builder (eight to 15 a year) Pindar joined the land company to increase his volume, says: "I wanted more lower cost lots so I could build FHA and VA houses. In Windsor Forest I can get lots at a cost that will let me build in that market. I never could before."





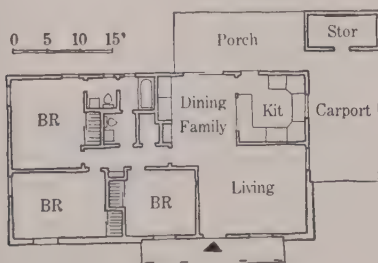
PINCKNEY: BUFF BRICK MODERN AT \$21,500

This house by E. E. Pinckney was top choice in the Parade of Homes. Pinckney produces 10 to 15 houses a year from \$20,000 to \$40,000, found sites for high-priced houses growing scarce in Savannah. "I knew Windsor Forest would be a good deal for my kind of buyer: they like a lot of neighbors and our project is growing fast."



AHERN: CONTEMPORARY AT \$25,000

John W. Ahern builds about 75 houses each year in the \$20,000 to \$25,000 range. Says he: "Today, you have to be in a big deal or you're lost. Windsor Forest is a big deal and I'm glad I'm in it. It gives my sales people something more to talk about. They can talk community as well as house. People buy a community first."



MASON: THREE BEDROOMS FOR \$14,900

This house, by Cecil H. Mason, is typical of his conventional models. Volume-builder Mason (100 or more a year at \$10,000 to \$16,000) says: "When you build as many houses as I do, you need lots of land. Windsor Forest is the steadiest land inventory I've had since I started building. Now I won't have stops and starts."

Andrew Bunn



Andrew Bunn



Here's why a joint land venture ties up less of the builder's capital

The land company's six builder-stockholders (who put up 10 to 100 houses a year) find many different advantages in their joint venture, but they all agree on this one: it reduces the amount of capital a builder needs for land.

Here is how Delta's president, Clayton Powell, explains the saving:

"Suppose you build 50 houses a year. You need at least 75 lots on hand or you run the risk of having to stop and start between houses and so lose good men from your crews.

"Now, if your finished lots cost you \$2,000 apiece, this means you must tie up \$150,000 for 18 months, to assure

yourself a smooth, economical operation. (If your lots cost more than \$2,000, you'll need to tie up that much more.)

"If you are a typical 50-house builder, a joint land company may free up to \$90,000 of your capital.

"Say, for example, you put \$20,000 into a joint land company and other builders invest \$80,000. As a 50-house builder, you could buy 20 lots at a time from the land company at a cost of \$40,000. You'd have your assured supply of land and yet your total investment would not be over \$60,000. That's \$90,000 less than you'd need if you carried 75 lots of your own at the same \$2,000 cost.

"If you build fewer houses, you have less working capital and every dollar you can free from your land inventory you can use to expand your operation. It works. Try it."/END

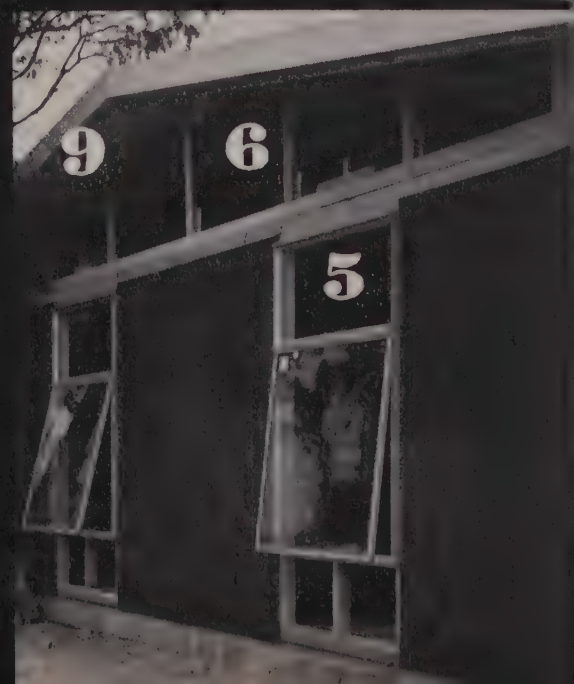
See how the NAHB research house
was built of coordinated components



1. LuReCo 4' x 8' wall panels made experimentally with only one horizontal member.
2. LuReCo window panels with the new 1 x 4 side studs.
3. Note the continuous double 2 x 6 header.
4. A new 9' x 8' Masonite sheet that does double duty as sheathing and siding. It is painted rust.
5. Place's new front-nailing windows.
6. A new lumber-saving lightweight gable end designed by Ralph Johnson, research director of NAHB.
7. LuReCo glue-nailed king-post trusses 32'8" . . .
8. . . . with 3½' overhangs.

9. All-in-one roof panels made of 4' x 8' plywood waterproofed at the shop with Dupont's Neoprene elastomer in pebbly texture. A final coat of Hypalon is applied after erection to hide the joints and get a light permanent color.

Interior will be 2' x 8' panels developed by Masonite with Darling hardware. Plumbing will be above the floor. Tub enclosure will be nail-on modular panels of porcelain enamel. Slab insulated with Dow's foamed styrene, extruded in sheets 1" thick and sold at a low price because no money is spent to make it white. Flooring is ½" thick, dimensionally stable red oak laid in mastic, like asphalt tile.



At last!

You can save money NOW with Coordinated Components

You can now buy almost all the parts you need to put a whole house together without using a saw at the site.

You can buy wall panels, door panels and window panels to erect all the outside walls in an hour, all sized correctly to fit dry wall, sheathing and batt insulation (see page 136).

You can buy roof trusses (see page 138), gable ends (see pages 136, 137), and floor panels (see page 135), all in coordinated sizes.

You can buy storage walls and many other built-ins sized to the same module (see page 243).

You can buy windows that will fit *both* the stud opening and the masonry opening (see page 137).

For the kitchen you can buy scores of built-ins dimensioned to go together (see page 243)—wood cabinets, steel cabinets, sinks, refrigerators, dishwashers, disposers, ovens, burner tops. You can even buy washer-dryers to fit under the counter and Lazy Susans to turn corners neatly.

For the bath you can at last buy wall-hung toilets to fit the framing and point to the great economy of above-the-floor plumbing (see page 242).

You can buy prefab plumbing factory-dimensioned to fit modular fixture spacing (see page 242).

You can buy so many coordinated components from so many manufacturers that HOUSE & HOME cannot hope to list them all in this 11-page report.

You could buy a lot *more* coordinated components and save a lot *more* money if more architects and more builders would dimension their houses to use them. But here comes the old question of the chicken and the egg: which comes first?

Most manufacturers still hesitate to bring out new sizes coordinated to fit other components because, they say, architects and builders never seem to order those sizes. And architects and builders answer: "How can we order those sizes if manufacturers don't make them, don't list them and don't advertise them?"

But now enough components can be bought in coordinated sizes so architects and builders can no longer get away with this excuse. Conversely, enough manufacturers have accepted the coordinated sizes so all the other manufacturers will soon have to join the parade.

But remember: you still can't save a penny with coordinated components unless you in turn dimension your plans to fit them, which means specifically:

1. Set your ceiling height at 8' plus a tolerance, the height of all component wall panels and sections (architects say this is a good and pleasant height for any room size up to 25').
2. Dimension at least one wall of every room except the bath to the 4' module and its even-foot fractions.
3. Dimension your shell to fit your modular rooms instead of taking your rooms off the module to fit your modular shell.

TEN YEARS AGO the Industry Engineered House showed up the costly chaos of sizes builders must assemble . . .

. . . the costly chaos of sizes home builders must cut and piece and fit together at the site.

That widely publicized stunt was supposed to show how neatly and cheaply houses could be put together with components sized to the 4" module the producers had just adopted.

It exposed just the opposite truth, for few manufacturers' modular parts seemed to fit the other manufacturers' modular parts.

It showed that the 4" module was fine for a starter, but it also showed that a lot more thinking and a lot more coordinating was needed to make it work and cut costs. For example, it showed that:

1. If ceiling heights were set at 8' to use 8' drywall without waste, then every stud in the house had to be cut off. If ceiling heights were raised to use 8' studs without waste, then every drywall section had to be spliced and taped with an odd-sized piece top or bottom.
2. If windows fitted the openings in modular brick, they did not fit the openings between modular studs (and vice versa), so another \$100 had to be wasted fitting the house to the windows. (Actually most windows were sized to fit the glass and the glass was arbitrarily sized by a deal with the Glass Cutter's union.)
3. If the walls were sized so the module would work on the outside, it did not work on the inside and vice versa.

So the Industry Engineered House, like every other house built in 1947, had to cut thousands of parts and pieces to size before it could be nailed together with 65,000 nails.

All this was very disappointing and very confusing and everybody except the prefabricators thought the less said about it the better. So the whole idea of engineering the house so its parts would fit together with no waste of materials and no waste of time and labor was swept under the rug.

And under the rug the whole idea was almost forgotten for six years.

These were the years of the easy market, the years when everything sold even if it cost too much, so nobody worried much about the waste of labor and materials the Industry Engineered House had exposed. But . . .

When the easy market began to fade and costs began to count . . .



FOUR YEARS AGO the builders picked up and dusted off the idea of components factory-sized to work together

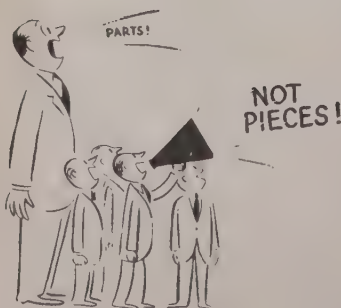
From coast to coast builders began shouting: "We want to build with parts instead of pieces."

The loudest cries came from the smaller builders—the builders who have most to gain by using factory-finished parts.

The big builders have the volume to make manufacturers supply all sorts of special parts in the sizes they want. They also have the volume to set up their own shops to make their own parts in whatever size they choose.

But the smaller builders can cash in on the economies of quantity production and factory assembly only by buying precut and prefinished parts from the manufacturer or the lumber dealer.

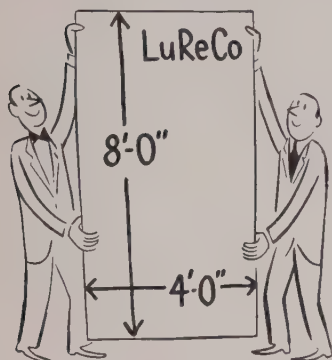
By 1953 builders could buy a lot more factory assemblies than they could buy in 1947. But few of these 1953 components fitted each other any better than the pieces that had to be cut out and fitted for the Industry Engineered House.



In 1953 only the prefabricators were offering parts factory-sized to fit together quickly. This was one big reason more and more local builders began buying pre-fabs. In some middle western states the prefabs took over half the market for their coordinated panels.

This scared lumber dealers. To meet the prefab challenge . . .

THREE YEARS AGO the lumber dealers developed their own system of panels predimensioned to fit



This is the LuReCo system, based on the same basic 4' x 8' as the drywall sections that were already playing the biggest part in the standardizing ceiling heights:

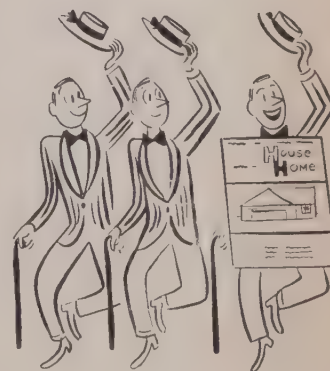
These first LuReCo panels were the turning point. They gave the lumber dealers' all-important blessing to the 8' ceiling height and the 4' wall module towards which the 4' x 8' size of drywall and plywood sections had already pointed. They let a few smart builders in scores of cities see on their own jobs how much money they could save by buying parts presized to fit together.

But LuReCo was only a starter. The first year it offered only one of the scores of needed dimensions, so . . .

TWO YEARS AGO House & Home got into the act

HOUSE & HOME teamed up with the American Standards Association and the Research Institute of NAHB to meet those needs. Under the triple sponsorship of ASA, NAHB and H&H six industry Round Tables were held, at which 1) architects, builders and prefabricators told what components they needed in what sizes and, 2) manufacturers explained what sizes they could offer most economically. Together they worked out a complete pattern of coordinated dimensions for factory-made components that would all fit together without cutting or piecing at the site.

These Round Tables recognized that the more new sizes they asked the longer it would take to get them, so each Round Table began by studying existing sizes and looking for common denominators on which to standardize. For example:



Drawings by Charles E. Martin

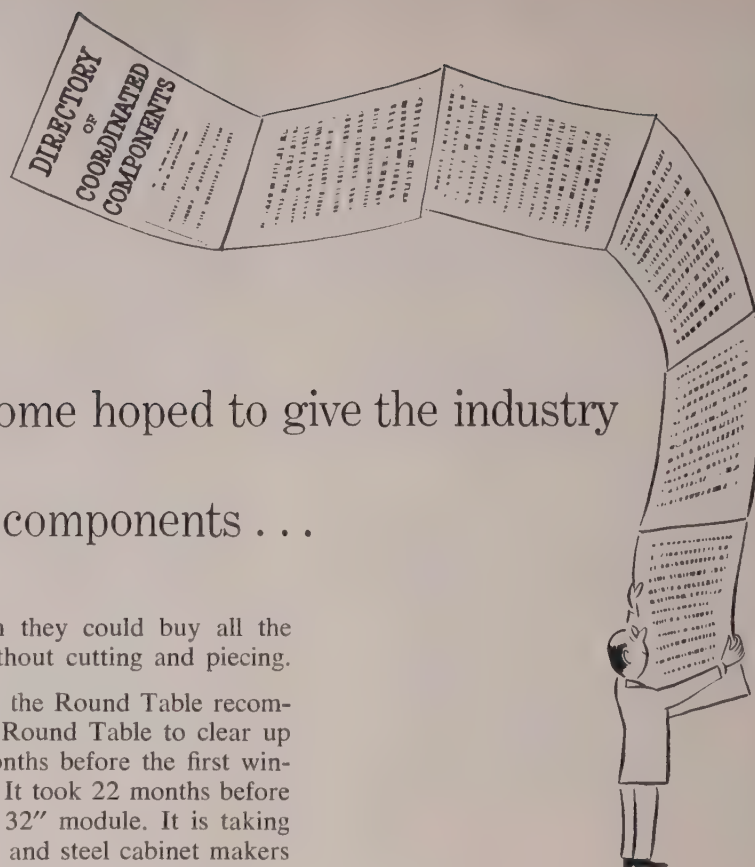
The Round Table on outside walls found that almost every component had already fitted its dimensions to the 16" module of the studs. Exception was the windows, which came in hundreds of sizes, few of which fitted any other component except sometimes brick. So this Round Table suggested concentrating on some dozen new window sizes to fit between modular studs, using an integral trim to reconcile the 46 $\frac{3}{4}$ " opening between modular studs with the 48 $\frac{1}{4}$ " opening in modular brick.

The kitchen Round Table found most cabinet makers using 3" as a module; some were using 4". But in practice it found most built-ins were using the common multiple of 12", so among its recommendations was that all kitchens be sized to the even foot.

The bathroom Round Table found that the builders' house bath had *almost* standardized on a 32" module, but a miss was as bad as a mile and no saving is possible until this *de facto* standard is made an industry standard for which all fixtures, plumbing, wall panels and ceiling panels can be factory-built.

The Round Table on the other rooms of the house found that almost everything except the 18" repeat of wallpaper and the 9" repeat of resilient flooring was sized to the even foot and that nearly 90% of all components like drywall and storage walls come in 4' widths. So this Round Table proposed dimensioning all these rooms with at least one wall on a 1' module or better still on a 4' module.

continued on the next page



All this seemed so simple and obvious that . . .

ONE YEAR AGO House & Home hoped to give the industry its first directory of coordinated components . . .

. . . to tell our readers just where and from whom they could buy all the components they needed to put their houses together without cutting and piecing.

That was wishful thinking. It took well over a year for the Round Table recommendations to sink in. It took 18 months and a second Round Table to clear up the misunderstandings about window size. It took 19 months before the first windows were made in sizes the Round Table had proposed. It took 22 months before the first bathroom component was sized precisely to the 32" module. It is taking 24 months to get appliance makers, wood cabinet makers and steel cabinet makers to agree on industry standards very close to the Round Table recommendations.

But now at last things are beginning to happen. Trade associations are beginning to set standard dimensions. Manufacturers are beginning to offer components in coordinated sizes to fit together quickly and easily. Soon manufacturers will be giving architects and builders almost everything they asked for at the Round Tables.

So today the big question is:

How soon will enough architects be smart enough to specify these sizes, and how soon will enough builders be smart enough to buy them? Let's hope they won't delay too long, for . . .

TEN YEARS FROM NOW few hand saws will be used at the site



By 1965 almost all houses that are not out-and-out brand-name prefabs will be site assembled from components factory-sized to fit together quickly without cutting.

Reason: home building, like every American industry, is rushing headlong into an intolerable labor shortage.

Ten years from now every forecast calls for at least 50% *more* production, but there will actually be *less* men in the work force than there are today. That means every industry will be bidding wages up and up. By 1967 all wages will be nearly 50% higher, which means carpenters, masons, plumbers, electricians, painters will be getting close to \$5 an hour.

Other industries with their factory efficiency can afford to pay those higher wages out of increased productivity. Home building at the site is hopelessly inefficient—so inefficient that other industries will find it all too easy to outbid us in the wage race.

That's why almost all homes built in 1967 will have to make minimum use of on-site labor and maximum use of factory prefabrication. That's why almost all homes built in 1967 will have to be site assembled from components factory sized to standard dimensions.

RIGHT NOW

1,000 LuReCo dealers offer a full line of framing components presized to fit

Lumber yards have the volume to put wall panels, roof trusses, and gable ends together on jigs cheaper than most builders, but the prices they charge still show a wide range. Some dealers (mostly in the South) sell solid exterior wall panels for as little as \$6.50; many others charge \$13.50. Some dealers sell 24' clear span trusses for \$16; others ask \$22. Average price for 4' x 8' solid panels with Plyscord sheathing is about \$11.50; average price for 24' clear span, 4' in 12' trusses with overhangs is about \$18; corresponding gable ends average about \$37.75.

One reason Bob Schmitt of Berea can build \$3,000 under his FHA appraisal is that he buys his wall panels all ready for erection from his lumber dealer, paying \$8 for 4' x 8' solid panels, \$56 for window panels with a double-glass awning bedroom window and screen in place, \$71 for door panels complete with storm door. Says Schmitt:

"I could make these panels on my own jigs for the same direct cost as my lumber dealer, but if I did I would run up my purchasing cost, my supervision cost, and my handling cost. I would slow down my erection and tie up more capital longer."

Two carpenters can end nail a solid panel together on a jig and sheath one side in less than three minutes. Biggest labor-saving is on panels including doors or windows, which can be fitted much faster on a jig.

LuReCo is testing a cheaper panel

There are two possible criticisms of LuReCo exterior panels:

1. They use more lumber, for there is an extra stud wherever two panels meet (34 more in a 28' x 40' house).

2. The extra stud requires an odd-width window, narrower than the 46 1/4" window needed to fit between studs 48" o.c. in conventional framing (several manufacturers now make 44" wide windows specially for LuReCo).

LuReCo may soon meet both these objections by a single design change—substituting 1 x 4 studs for 2 x 4 studs at the side of each panel. Preliminary tests show this would be quite strong enough.

LuReCo is also thinking of incorporating the double 2 x 6 header right in the panel, for it would be easier to make on the jig. This would speed erection still faster, for only a single 2 x 4 laid flat would be needed to tie the panels together at the top.

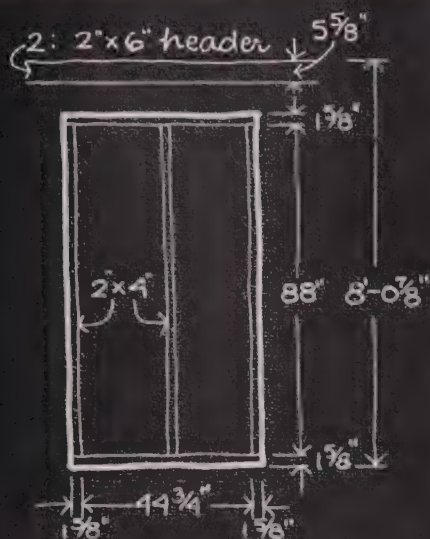
LuReCo also offers these coordinated parts:

1. LuReCo non-bearing interior panels. These are jig-made 4' wide, so two of them laid horizontally fit the standard 8' ceiling height. They can be any length up to 12' (H&H, Feb. '56).

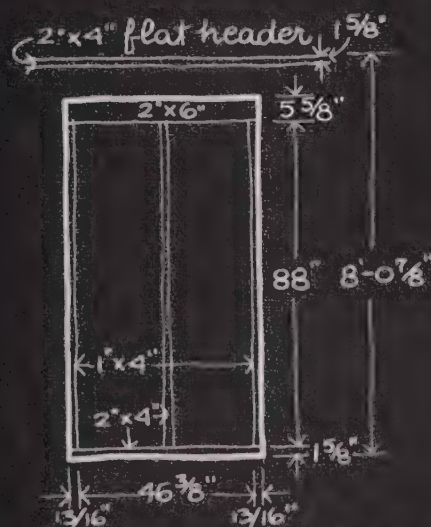
2. LuReCo interlocking floor panels, 4' wide and 8' or 12' long (H&H, Dec. '56).

3. LuReCo roof trusses, carefully engineered for glue nailing and lumber economy. All are offered with extended top chords for economical overhangs. Most popular pitch is 4' in 12'. Hip roof trusses and scissors trusses (for vaulted ceilings) are included in the LuReCo line (H&H, Dec. '56).

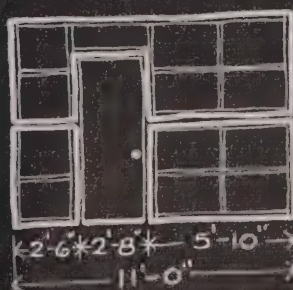
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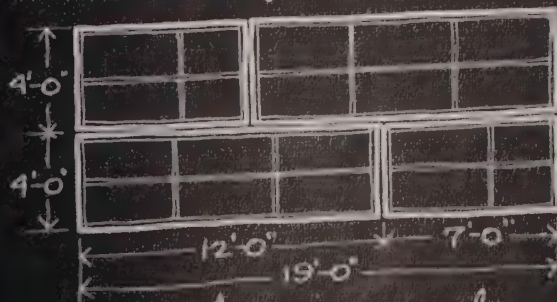
this is the original LuReCo panel



this is the proposed change



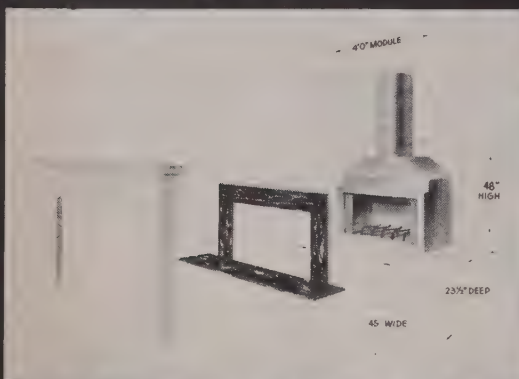
Doors can be framed on a jig



Non-bearing panels are horizontal



Heating-cooling-hot water unit fits neatly in a 2'x4' closet.



Modular fireplace fits 2'x4' space



Ceiling high panels enclose bath. Wakefield makes the luminous ceiling.

Photos: Photographers Conner & Bell

Walbridge & Bella

JUST THIS MONTH

one big prefabricator has decided
to sell a full line of fitted components

Five years ago a HOUSE & HOME Round Table said:

"Prefabricated house manufacturers could tap a second market if they would interest themselves in supplying components to local builders."

This month one of the country's biggest prefabricators, Thyer, is announcing a new Modular Building Products Division to sell the most complete line of coordinated components ever marketed by a single supplier.

Thyer will offer all the components LuReCo offers plus a lot more. It will offer not only structural components but also mechanical components sized to fit them. And whereas LuReCo sells only components that can be made in a local lumber yard, Thyer will enlist the help of many other manufacturers.

All the Thyer components will be designed to fit the standard 8' ceiling and a 16" wall module. Many of them will offer important new features not otherwise available. Here is a partial list:

Structural window panels 4' x 8'. Developed and made by Fabrow (H&H, April issue). Permit a narrow mullion between multiple units. Include a 2 x 6 header right in the panel. Typical prices: with a one-sash awning window 24" high, \$57.02 with double strength glass; \$78.86 with Thermopane, both screened; with a double-hung wood window with glass 48" high, \$68.28, screens extra.

Solid wall panels. Price \$20.98. The 4' x 8' panel sells in quantity down to \$10.49 f.o.b Toledo with 25/32" insulating sheathing.

Structural door panels.

Double-glazed gable ends (also plywood).

Aluminum sliding glass wall panels. These will be the first to line up with the standard 6'8" height of other doors. They will incorporate a built-in header. The 8' modular framing width will include two doors with glass 44" x 76"; the 6'8" width will include two doors with glass 36" x 76".

Trusses, glue nailed, with wide overhangs. These are mostly 3' in 12', though 5' in 12' with narrower overhangs will also be offered and 4' in 12' in the South. Dimensions are figured out-to-out, whereas LuReCo dimensions are clear span. All members are 2 x 6 to avoid any trouble with foolish codes. Prices are lower than the LuReCo average: for example, \$13.50 for 24' with extended top chord for a 3½' overhang; or \$15.75 for 28'.

Heating, cooling, and hot water combinations—stacked and integrated to fit a 24" x 48" floor space, factory plumbed and wired for a simple easy connection to water, electricity and gas or oil, to sell for about \$1,000 including roof housing.*

Modular fireplaces—to fit in 24" x 48", recessed in wall to permit a handsome conventional front; include package flue and roof housing.

Bathroom wall panels—made of plastic laminate on plywood. 8' high, but so far Thyer has not been able to get a manufacturer to supply plastic to fit the 32" bathroom wall module.

Plumbing walls. And if the Ingersoll wall-hung toilet cannot be modified for low-cost, above-the-floor plumbing Thyer will try to lick this problem with some other maker.

*Footnote: Deering is offering a similar combination for \$995 f.o.b. Cincinnati, complete with fireplace.

NOW AT LAST

there are four good ways to cut costs
with windows newly dimensioned to fit

Two years ago architects and builders just took it for granted that windows would not fit the house, so they would have to fit the house to the windows.

They took it for granted that every window would require at least three extra studs, that every window would have to be shimmed and blocked, that every window opening would waste labor to cut and waste sheathing, dry wall, and batt insulation. They were so accustomed to wasting \$100 or more per house that not one builder in a hundred realized he was wasting even a penny.

Two years ago there was nothing any individual builder could do about that waste, for there was no window he could buy that would fit the other wall components. Windows came in a thousand sizes, but few if any were coordinated with anything else except brick.

Today there are four good new ways to save all this waste with new coordinated windows, but not one builder in 50 is using them.

Way No. 1—You can buy insert windows that recess neatly between studs 32" and 48" o.c. with trim that will fit the corresponding 32¼" and 48¼" masonry opening. These have just been put on the market by Fenestra; Carr, Adams & Collier; F. C. Russell; Curtis; Kewanee; and perhaps still others as a direct result of HOUSE & HOME's second Round Table on coordinated windows (H&H, Jan. '57).

Way No. 2—You can buy front-nailing windows 32" and 48" wide—windows that sidestep the problem of how to reconcile the different openings of modular studs and modular masonry by not recessing between the studs at all. These started in California, where half a dozen companies now make them. They were first made in the East by Place of South Bend, whose product is used on the NAHB Research House (see page 131).

Way No. 3—You can buy structural window panels 4' x 8' and 32" x 8' in which the side stud does double duty as part of the jamb.

Way No. 4—You can buy LuReCo panels, for which several manufacturers have recently brought out a special window width that fits neatly between the outside studs. Note: this special width could be discontinued in favor of a wider line that would fit all modular stud spacing if LuReCo substitutes 1 x 4 side studs for the present 2 x 4s (see page 135).

Here is the cheapest way to frame
modular windows into the structure

1. Use a continuous double 2 x 6 header. Under the new FHA standards this can span any opening up to 6' without reinforcing or any opening up to 8' if it is made into a beam by replacing the spacers with a continuous ¾" plywood filler. The continuous double 2 x 6 header lets you . . .

2. Take advantage of the new FHA standard which no longer requires a second stud alongside the window. This will save you two studs at every opening.

3. Insert the window lying down, either in a jig for panel construction or on the floor for tilt-up.

4. Select straight studs to support windows. Then you can nail your windows directly to the studs without blocking and shimming to get the window level.

5. Nail the window to the first stud before you put in the second stud. Then the second stud can also be nailed directly to the window.

6. Eliminate cripples above the window. They serve no purpose.

continued on next page

*Structural windows are
32" or 48", insert simulates
small panes.*



Glass gable end is in 4 parts.



*Sliding glass door panel
includes a built-in beam.*

RIGHT NOW

you can buy better trusses ready-made
than most builders can make themselves

Best trusses are glue-nailed, grip plate, or some other type that does not require up to 140 hand-driven nails per truss (often so many that they weaken the wood). These are stiffer and stronger as well as easier to make in mass production.

But builders who make their own trusses usually make them ring-connected or all-nailed because 1) glue-nailing requires a heated room to set the glue under controlled conditions, and 2) grip plates require a 50-ton press that does not pay off on less than 600 trusses a month (above that volume it makes a fine production job).

Trusses should usually be made locally to meet varying snow loads and varying roof-pitch preferences (like Florida's $2\frac{1}{2}'$ in $12'$) and to keep down transportation costs; but Teco and Marsh have developed folding ring trusses that can be knocked down to take minimum space for distant shipment.

Once your crews get the hang of it . . .

TRUSSES ARE CHEAPER

unless someone is overcharging you

Truss framing uses up to a third less lumber. It takes 80% less erection time. It makes slab house foundations at least 10% cheaper, for it ends the need of thickening the slab under any interior bearing wall. It reduces partition costs, for you can make them all thinner with 2×3 studs. It cuts your ceiling costs, flooring costs and exterior dry wall costs by letting you finish them all while the house is still one big room, before it is cut up with partitions. It frees you to dimension all your rooms to fit their components, without worrying about joist economy (too many rooms in conventionally framed houses are a bastard $11\frac{1}{4}"$, which misfits everything but the joists). It cuts the cost of a wide enough overhang, for the top chord that carries the overhang can be 2" less deep than the corresponding rafter (2×4 instead of 2×6 , or 2×6 instead of 2×8). It speeds your erection, simplifies your purchasing, reduces your waste.

Most builders still think they can frame their houses cheaper with joists and rafters. That's because they compare only the direct labor and materials cost of the two types of framing, forgetting all the other savings offered by trusses.

Trusses are always cheaper unless a backward and benighted local building code requires spacing them 16" o.c. instead of the proper 24" o.c. And trusses will cost still less when and where they can be spaced 4' o.c. (they are more than strong enough). Then LuReCo will offer 4' wide prefab roof panels with purlins already attached. These can be shingled on the jig at a big further saving.

continued on page 242



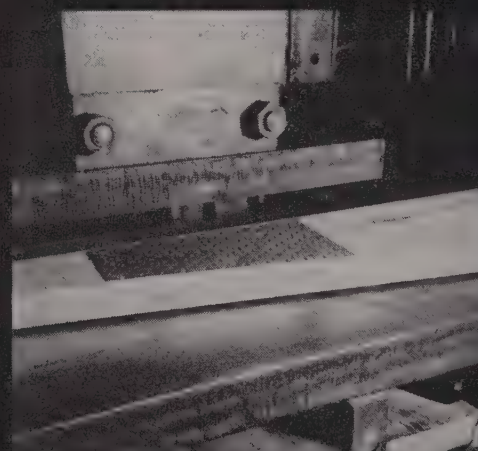
King pin trusses cost least
at 24' and 32'



W-trusses are cheapest
at 28', 36' and 40'



Teco ring bolt trusses
fold up very small



Grip plate trusses
need a big press.



Trusses are designed
for heavy loads



See page 140



See page 141



See page 144



See page 145



See page 146



See page 142



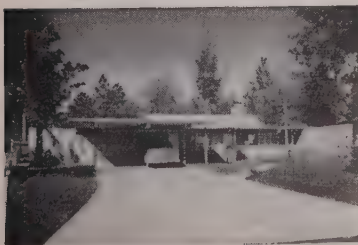
See page 147



See page 148



See page 149



See page 150



See page 151

Here are the merchant built

WINNERS

of the Homes for Better Living Awards

sponsored by the

AIA

in cooperation with

HOUSE & HOME

Better Homes and Gardens and NBC

These houses were picked as the best that builders offered since Jan. '54 in the 17 states east of the Alleghenies. The judges were:

Robert Anshen, AIA, San Francisco, chairman
 Neil Connor, AIA, director of architectural standards, FHA
 Robert Gerholz, past president NAHB
 James T. Lendrum, AIA, Small Homes Council
 John Normile, AIA, architectural editor, *Better Homes & Gardens*
 Perry Prentice, editor and publisher, *HOUSE & HOME*

Each house is presented with comment by the jury.

For the first time, *HOUSE & HOME* gives you a chance to see what the judges liked and what they criticized in these premiated Homes for Better Living. About the entries as a whole the jury said: "Design excellence in the \$15,000 to \$20,000 class was far superior to anything entered in the classes above or below." No first award was made in the upper and lower price classes.

For the best that eastern builders offered, turn the page

HONORABLE MENTION

Class A—Under \$15,000

CITATION: "Circulation in this house is good. Arrangement of space between living, dining, kitchen and family rooms is excellent. Bedrooms are well separated from the rest of the house."

BUILDER: Ross & Riquelmos

ARCHITECTS: Sirof, Rosenberg & Sivertsen

LOCATION: Eastwood Village, Long Island



FRONT ELEVATION. *Jury's comment:* "The facade is reasonably coherent, but in making the right and left sides so different, the builder did not achieve the larger look he wanted. The house is split in two by the use of too many materials."



FAMILY ROOM. *Jury's comment:* "The relation of the family room to kitchen-dining and separation from living room is excellent."



PLAN. *Jury's comment:* "The general arrangement of space makes the house look and feel larger than it really is." (1,250 sq. ft. of area.)

REAR ELEVATION (below). *Jury's comment:* "It is confused by the use of six un-coordinated window sizes and by the failure to carry either the lines or the textures of one side of the house through to the other."



HONORABLE MENTION

Class A—Under \$15,000

CITATION: "There is a sense of space produced in very small areas. The plan has minimum bedroom sizes and maximum living areas."

BUILDER: Altman Builders & Developer

ARCHITECT: Theodore Brandow

LOCATION: Center Square Green, Philadelphia

Photos: Lawrence S. Williams



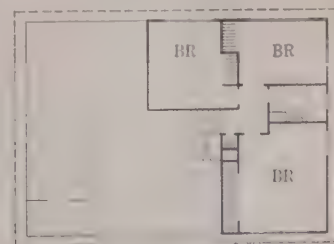
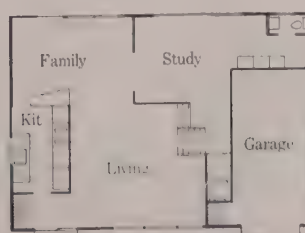
FRONT ELEVATION. *Jury's comment:* "Unfortunately the vertical divisions of the facade not only make the house look smaller, but no good purpose is served by extending window lines to the roof. It makes no sense to have glass over the door but not over the window."



LIVING ROOM. *Jury's comment:* "The big living area gives a good sense of space to what is essentially a small house."



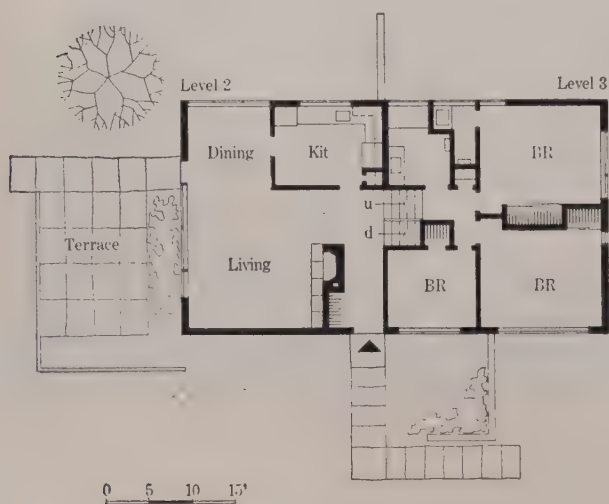
STAIR TO BEDROOM. *Jury's comment:* "The circulation diagonally across living room to bedrooms is very bad."



PLAN. *Jury's comment:* "Circulation is not as good as it might be. One must go across either the living room or the kitchen to get to the multipurpose room. There is no direct access from garage to interior." (Living area about 1,400 sq. ft.)



FRONT ELEVATION. *Jury's comment:* "The well-integrated facade makes the house look considerably larger than it really is. The site planning is excellent, especially the large lot (125' frontage)."



PLAN. *Jury's comment:* "The house has excellent circulation between living-dining and bedroom levels. The plan permits very economical plumbing." (Floor area is 1,860 sq. ft. including garage.)

FIRST AWARD

Class B—\$15,000 to \$20,000

CITATION: "An excellent solution of the entire problem: site planning, arrangement of interior circulation, and treatment of the facade."

BUILDER: Edward Green & Harmon White

ARCHITECTS: Compton & Pierce

LOCATION: Lexington, Mass.

This house was one of the 57 houses for '57 published in H&H last October.



Photos: Robert D. Harvey Studios

FIREPLACE WALL. *Jury's comment:* "We call particular attention to the way the fireplace is used to give privacy for entry without reducing the sense of space in the living room." (You enter the house from behind the fireplace at the right end.)

LIVING ROOM, below, as seen from the stairway at the fireplace wall.





FRONT ELEVATION. *Jury's comment:* "The excellent treatment of the facade gives a sense of rhythm, size and unity achieved by the skillful modular coordination of exterior wall panels."

AWARD OF MERIT

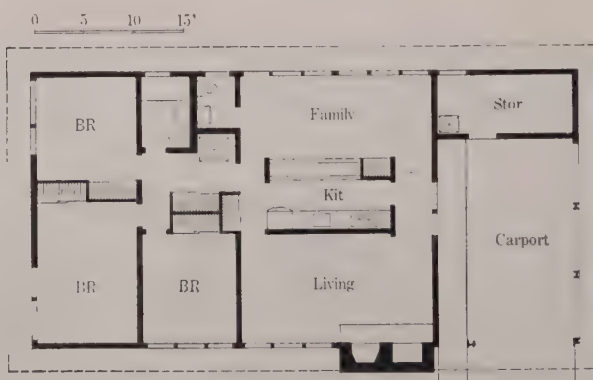
Class B—\$15,000 to \$20,000

CITATION: "Treatment of the facade is very good. The plan is excellent, too, with logical and economical circulation."

BUILDER: Modern Structures, Inc.

ARCHITECT: Charles Goodman

LOCATION: Fairfax County, Va.



PLAN. *Jury's comment:* "While circulation is excellent, the entry through the carport is not satisfactory. Also, the need for two locked doors on the storage area reduces its usefulness; it can only be reached by going outside. This outside storage area hardly compensates for the small amount of inside storage provided." (Living area is 1,150 sq. ft.)

LIVING ROOM. right, view from the entry.





REAR ELEVATION. *Jury's comment:* "The clean extension of the roof over the carport and screen porch (right) adds to the apparent size of the house. The elevations in general are simple and uncluttered."

AWARD OF MERIT

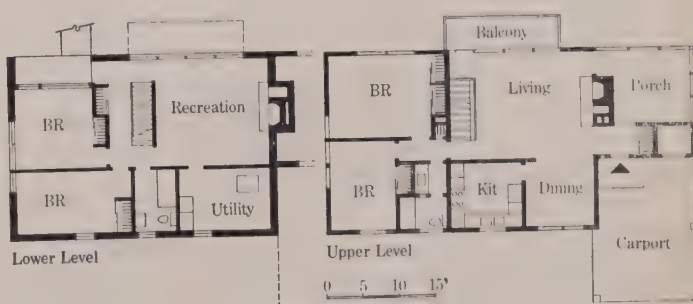
Class B—\$15,000 to \$20,000

CITATION: "The plan has many desirable features—sheltered entrance, fine outdoor living areas, complete privacy for bedrooms."

BUILDER: Gaddy & Gaddy Construction Co.

ARCHITECTS: Keyes & Lethbridge

LOCATION: Fairfax County, Va.



PLAN. *Jury's comment:* "This is good. Entrance is sheltered and the outdoor living area is accessible from living room or entrance. The bedroom hall can be closed off from the living portion of the house giving complete privacy to both the bedrooms. With only one bath on the first floor, the division of fixtures adds to the privacy."

LIVING ROOM (right). *Jury's comment:* "Even though the traffic pattern crosses one side, the room is sufficiently wide to allow for desirable furniture arrangements, and gains a feeling of space from the added circulation area."





AWARD OF MERIT

Class B—\$15,000 to \$20,000

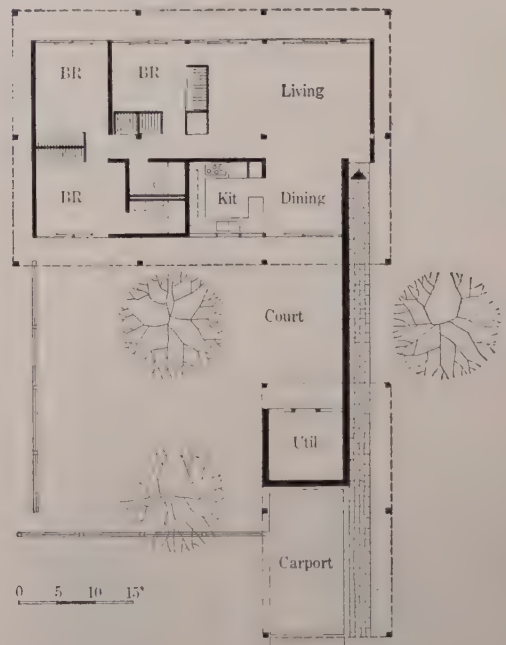
CITATION: "The skillful arrangement of the plan is especially commended as is use of the carport to create exterior space interest."

BUILDER: Craney Homes

ARCHITECT: Gene Leedy

LOCATION: Lake Elbert Heights, Fla.

VIEW FROM STREET. *Jury's comment:* "The entrance (right rear) is arranged to create privacy toward the street but is visible from the street. The supporting columns and curtain wall are excellent design considerations."



PLAN. *Jury's comment:* "The excellent arrangement between the living area and the den or bedroom should be commended."

DINING-KITCHEN (left). *Jury's comment:* "Use of so much wood may create monotony in spite of the excellence of the details."





HONORABLE MENTION

Class B—\$15,000 to \$20,000

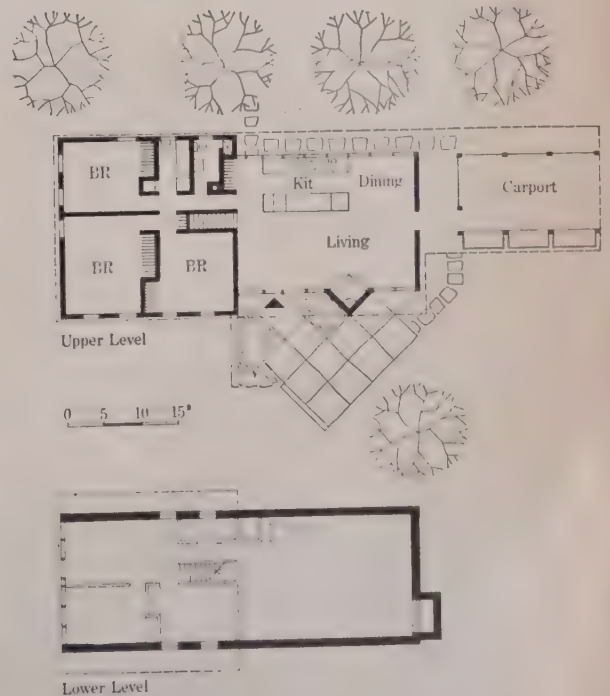
CITATION: "Special commendation for the excellence of the site arrangement and for the design of the plan itself."

BUILDER: Greenbelt Knoll, Inc.

ARCHITECTS: Montgomery & Bishop

LOCATION: Greenbelt Knoll, Trevoise, Pa.

FRONT ELEVATION. *Jury's comment:* "An honorable mention is given instead of an award of merit, because of the anemic quality of the facade and the lack of overhangs—the walls of half the house do not get proper protection from the elements."



PLAN. *Jury's comment:* "The plan itself is good, but it suffers from the lack of integration between carport and house."

LIVING ROOM (left). *Jury's comment:* "Detailing in general is good, but the house uses too much wood in the interior treatment."





HILLSIDE ELEVATION. *Jury's comment:* "It would be better if all walls of the house were protected from the weather with greater overhangs (like that on the glassed-in downhill side of the house)."

AWARD OF MERIT

Class C—over \$20,000

CITATION: "It is a fine solution to a steep site—unique among builder houses. Circulation is excellent."

BUILDER: Robert C. Davenport

ARCHITECT: Charles Goodman

LOCATION: Hollins Hills, Alexandria, Va.



STREET ELEVATION (below). *Jury's comment:* "Although the house is wood, it appears to be an imitation of steel or reinforced concrete. Lack of overhangs makes it look too bald."

PLAN. *Jury's comment:* "Circulation is excellent except for the fireplace, which is so located as to make a pleasing furniture arrangement difficult." (Living space 2,580 sq. ft.)





SOUTH ELEVATION. *Jury's comment:* "Open side is properly oriented to the south and has trees around it to insure privacy. Disadvantage—certain wall sections have no overhangs. It is the consensus of the jurors that this is an improper way to terminate a wall."

AWARD OF MERIT

Class C—over \$20,000

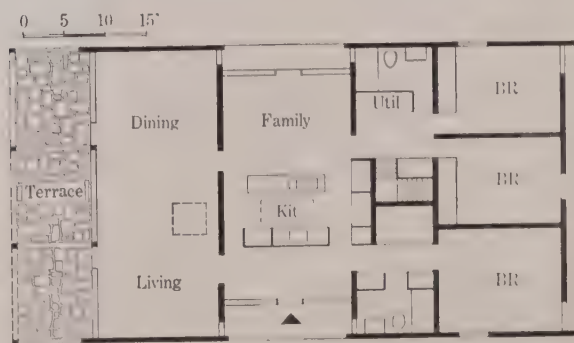
CITATION: "The plan has excellent circulation. The exterior is well fenestrated, skillfully modulated and proportioned."

BUILDER: Bayberry Homes

ARCHITECT: George Nemeny

LOCATION: Bayberry, New Rochelle, N. Y.

This house was one of the 57 houses for '57 published in H&H last October.



VIEW THROUGH WINDOW WALLS (below).
Jury's comment: "The fenestration is good. Windows are well grounded and proportioned."
(Translucent plastic panels shade terrace.)

PLAN. *Jury's comment:* "It has excellent circulation. Only disadvantage is that the garage or carport is not attached to the house to provide cover from rain."





FRONT ELEVATION. *Jury's comment:* "A partial pitched roof gives the house charm and its brick patio walls have openings to let the breeze through."

HONORABLE MENTION

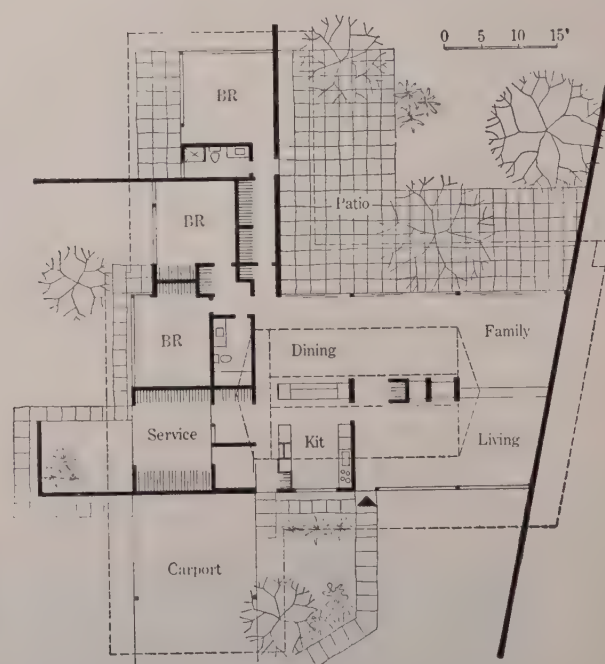
Class C—over \$20,000

CITATION: "The outdoor treatment is excellent. The patio is charming. Furthermore this house does not have the clichés common to a great many of the submissions."

BUILDER: Phillips-Redd

ARCHITECT: Robert C. Broward

LOCATION: Jacksonville, Fla.



PLAN. *Jury's comment:* "The plan, while it is well-seasoned, is 'extra-complicated.' The traffic pattern could be better."

LIVING ROOM (left). *Jury's comment:* "It's too narrow for its length—12' x 28'. It should be at least 16' x 28'—and 18' x 28' would be desirable. The daylighting through the partial pitched roof (ceiling center) is a virtue."





Robert C. Lautman

FRONT ELEVATION. *Jury's comment:* "This is one of the most skillful exteriors in the whole group."

HONORABLE MENTION

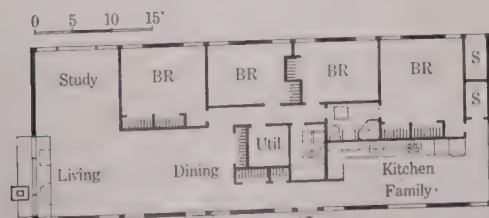
Class C—over \$20,000

CITATION: "The excellence of the facade, detailing and siting should be pointed out."

BUILDER: Robert C. Davenport

ARCHITECT: Charles Goodman

LOCATION: Hollins Hills, Alexandria, Va.



PLAN: *Jury's comment:* "The plan is forced in order to achieve the desired elevation effect. Living areas are 3' to 4' too narrow for their length . . . circulation is poor . . . two doors in bath are bad . . . you have to go through the kitchen to get to the master bedroom. The room labeled study ought to have a wall and a door. You can't study with a living room, dining room, kitchen and family room nearby with no sound enclosure."

LIVING ROOM (below). *Jury's comment:* "It's too narrow to furnish well. The relation of the study to living room is unsatisfactory."





Design by Natalie Forsberg

You can't have too much STORAGE!

"More storage space is the No. 1 need of today's small house."

That's the opinion of the experts who were at HOUSE & HOME's "Other Rooms" Round Table (H&H Mar '56). They forecast: "If people keep on buying at the present rate, we shall soon need to set aside 9% of our floor area for planned interior storage, with another 9% outside."

"People buy so many changes of clothes that 10 lin. ft. of closet is none too much for a bedroom. Children get so many toys and games that nursery shelf space would have quick sales appeal. And every house needs a big McGee closet to store all the odds and ends."

Second and third time buyers are especially conscious of storage.

Builder E. B. Vaughters of Seattle—who sells almost all of his 20 houses per year to this market—says: "If I hope to sell my houses they must provide better living than the houses the buyers are leaving. Storage is one of the most important points. My policy is to provide what might be considered too much storage—and then add some more!"

Today's demand for more storage is reflected in new FHA standards. The proposed *Minimum Property Standards* raise

requirements over those of the old MPRS. The revisions—mostly in general storage—will particularly affect slab houses. (See comparison, opposite, of old and new requirements.)

But the storage problem isn't limited. Everywhere architects and builders find the same story:

In Flint, Mich., Joel R. Steich of Gerholz Community Homes reports: "Planned, organized storage is a must for maximum salability. We give it top priority."

In Dallas, Architect Tom Scott Dean finds: "Esthetics notwithstanding, storage sells houses."

In Phoenix, Builder John Long reports: "There is increasing demand for storage. We are providing more than ever."

In Portland, Ore., Builder Frank D. Evans says: "The more storage the better—not just more space, but more usability."

In Media, Pa., Builder Ellwood J. Turner Jr., finds: "Built-in storage is an advantage in all price brackets. Hobbies are creating an increasing demand for built-ins and storage."

So, if you can't have too much storage, how can you be sure you have enough? Take a look at these ten pages—you'll see ways to plan and add more space without spending a fortune and you'll see lots of ways to make the best use of the space you already have.

Doing something more about storage is the best way to be sure you've done enough.

You have to plan in good storage right from the start

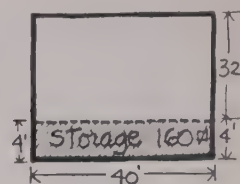
The storage problem divides itself into two parts:

1. How to provide more storage space.
2. How to make better use of the space you already have.



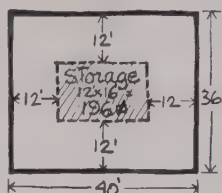
Adequate storage isn't something you can add later, just as an afterthought.

The cheapest way to add space is to make your house 4' deeper. This way, with a house 40' long, you add 160 sq. ft. of inexpensive floor space . . . and only 8' of expensive exterior wall:



And the best way to use this 160 sq. ft. for storage is to put it in the center of the house.

In fact, with these new dimensions (36' x 40') you'll have 196 sq. ft. of central floor area that's 12' away from windows:

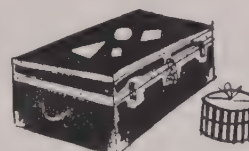


This is a good location for your storage. (You might also consider using some of it for those two interior baths which FHA is planning to allow.)

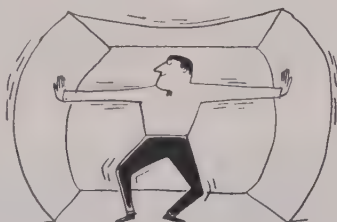
To make the most of the space you already have, remember, first of all, every house needs two kinds of storage:



← active
and
bulk →



In many a house you'll find good space going to waste which might easily have been made into bulk storage—especially attics, carports and garages. (See page 154).



For active storage, the most important single rule is to make the most of the closet space you do have, by opening it up all the way. (See page 155.)



Part of the success of active storage depends on locating it where it will be handy for use, part depends on dimensioning it so it works (a clothes closet 2' deep is just too shallow), and part on designing it for the special job it has to do. (See page 158-159).

Last month *H&H* showed some special storage for baths (p. 167, May).

The kitchen is another place that has its own particular storage problems (*H&H*, Jan. '57, p. 176).

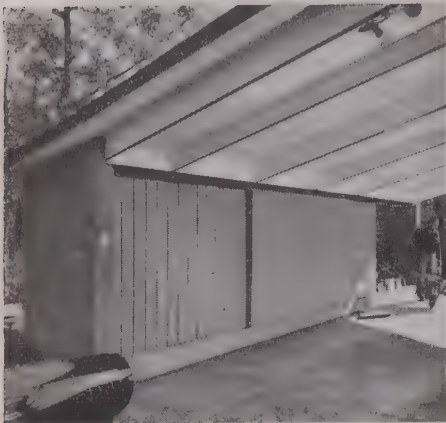
This month you'll find storage ideas for bedrooms (pages 156-157),

for dining rooms, laundries and other special places (pages 158-159) and for today's ever more popular built-ins (pages 160-161).

Here's how FHA's proposed new MPS's compare with today's MPR's.

ITEM	PRESENT REQUIREMENT	SUGGESTED REQUIREMENT
BEDROOM CLOSETS	1 per room, 6 sq. ft. min.	same
COAT CLOSET	1—6 sq. ft.	same
1 AND 2 BEDROOMS	5.3 sq. ft. (5 shelves, 14" x 18" each)	9 sq. ft.
LINEN CLOSET	11 sq. ft. (5 shelves, 14" x 30" each)	12 sq. ft.
3 AND 4 BEDROOMS	11 sq. ft. (5 shelves, 14" x 30" each)	12 sq. ft.
ADDITIONAL GENERAL STORAGE	150 cu. ft., plus 50 cu. ft. for each bedroom. Examples: 1—bedroom house: 200 cu. ft. of storage 2—bedroom house: 250 cu. ft. of storage 3—bedroom house: 300 cu. ft. of storage 4—bedroom house: 350 cu. ft. of storage	For 1 and 2-bedroom houses: 1 cu. ft. for 3 sq. ft. of floor area Example: 900 sq. ft., 2-bedroom house, 300 cu. ft. of storage For 3 and 4-bedroom houses: 1 cu. ft. for 2 sq. ft. of floor area Example: 1,200 sq. ft., 4-bedroom house, 600 cu. ft. of storage
LOCATION	an "appropriate proportion" outdoors	50% outdoors or directly accessible from outdoors; 25% indoors

MAKE THE MOST OF ALL THE SPACE IN THE HOUSE



Hedrich-Blessing



LaSalle Photo Service



Crooks Studio

You can turn carport and garage walls into outdoor closets

By taking advantage of carport design, you can get a huge outdoor storage wall, just as Architects Brooks & Coddington did in this house for US Gypsum's Research Village (left). This storage wall provides for maximum use because three big sliding panels open it up along its entire length. And you can add to the use of the inside of these outdoor storage closets by

lining the walls with perforated hardboard (center) or dry-wall (right). Since garages are self-enclosed, they don't need a special "closet" inside their walls, but they do need storage space. The fixtures for hanging items, which any owner can add, keep space uncluttered in both carports and garages. In a model house, hanging equipment creates a "lived-in" look.



Empire Photosound, Inc.



Philip Fein

Are you wasting space in attics and corridors?

One of the biggest space-wasters in any house is an attic nobody can get to. Attics, being dry, are fine places for people to store off-season clothes, Christmas tree ornaments, and other things they only need once or twice a year. So when you put a pitched roof on a conventionally-framed house, be sure to put in a disappearing staircase—any house with a roof pitch of 4:12 has up to 500 sq. ft. of good storage space available in the attic. Gerholz Community Homes provides about 150 sq. ft. of attic storage space in their houses simply by putting down plywood around the disappearing-staircase opening. They put in an automatic light switch as an extra convenience. Even with a truss-framed

roof, it's sensible to provide a trap-door opening in the bedroom hall so the attic space doesn't go entirely to waste.

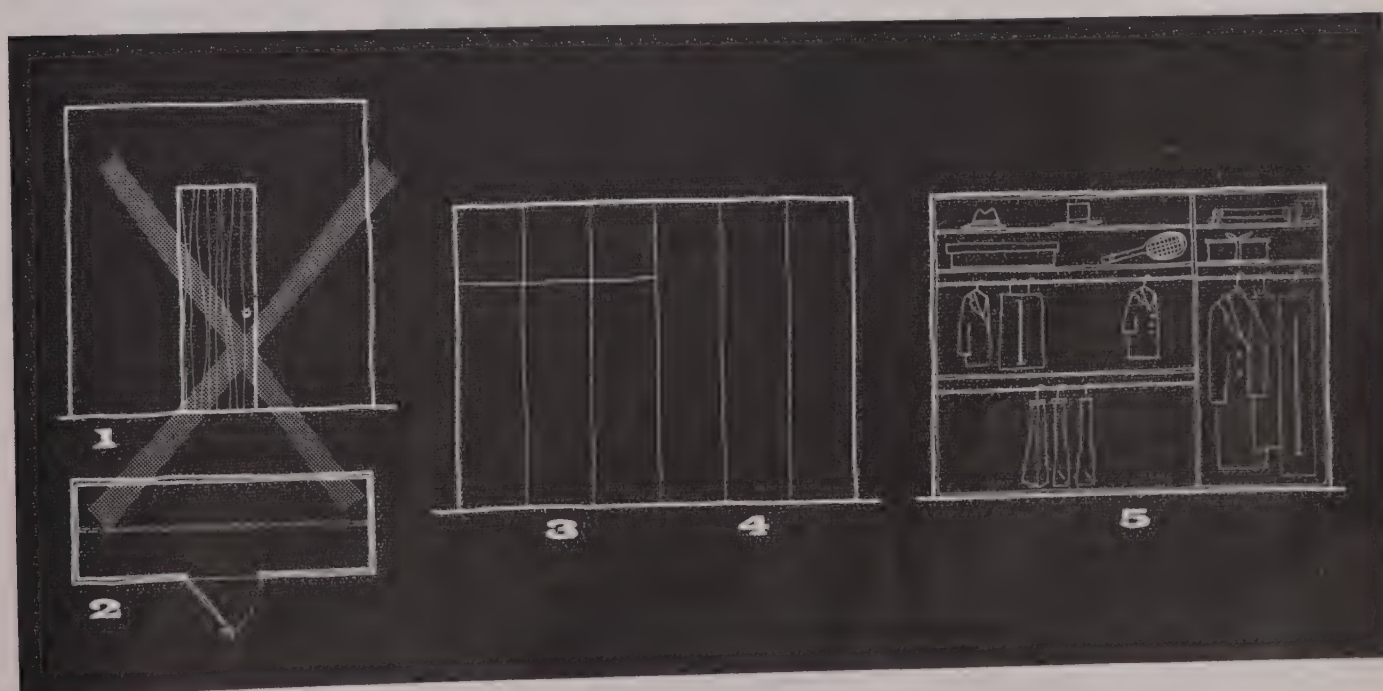
Another big area that can often absorb a lot of storage is the corridor. In the one shown above (right), Architects Appelton & Wolford got extra space by running counter-high storage cabinets under the windows. Thanks to the wall of windows this corridor does not feel crowded or confined. And because the cabinets all have sliding-door fronts, the doors don't swing out to hamper passage through the corridor. In general, under-window space is a good spot to look for extra storage room, especially when you are remodeling, or wherever you just cannot add to the usable floor area.



Almost every house has some nook or corner you can use for storage

Check your blueprints to be sure you haven't missed some spot where you could plan in more storage space. Under the eaves is one such spot—it's big and roomy, great for things that would make a clutter anywhere else (left center). And if you put in folding doors (far left), you'll provide extra space for those hard-to-store trunks and suitcases. Other

corners are just right when storage is designed to fit them. The photos at right show how one such corner was designed to make a special place for both telephone and telephone books. Architects McFarland & Bonsall tucked away the telephone books above a seat that pivots up to hide them (see drawing), and made a convenient-to-use telephone stand.



If you open up the closet fronts, you make all the space usable

The usual closet arrangement—just a door in a wall (drawing No. 1)—makes most of the closet space impossible to use. No matter how big the closet is, the convenient space is limited by the size of the door opening, and the rest of the closet is difficult to reach. Closets like this also usually waste shelf space because the shelves (drawing No. 2) are only half as deep as the closet, or so deep that a lot of the space is inaccessible.

You can easily open up this whole closet area to make all the space accessible (drawings No. 3 & 4). One way to do it is with separate doors to the space above the conventional door height (drawing No. 3); the other way is to use a

closet door that's the full wall height (drawing No. 4). And if you use the standard 8' ceiling height you can then use a single 8' high door and save by not having to frame above the conventional door height.

Another major space-waster in closets is the habit of putting in just one pole, no matter what the size of the clothes to be hung from it. A better solution is shown in drawing No. 5. Two poles have been used on one side, to take short items, such as coats, shirts or skirts. This just about doubles the amount of space available there. And by leaving out one pole in this area, you can make room for drawers or shelves. The only tall hanging-space needed is for dresses or trousers.

EVERY BEDROOM DESERVES A GOOD CLOSET—OR TWO



Photos: Chas. R. Pearson

In the master bedroom, two closets like these are hard to beat

These 3' x 6' closets show you how storage can be designed to use every inch of available space, for each holds an entire wardrobe. Short-length clothes have been arranged so they

don't waste space and even the insides of the doors have shallow shelves for small items. Each closet cost about \$200 for labor and materials. Architect is Mary Lund Davis.



Johnson Photographers



Marc Naupof



Hedrick Blessing

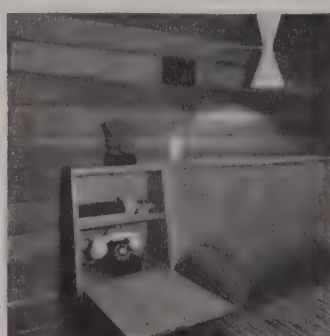
You can choose from a variety of doors for your open front closets

These open up the whole closet front, so that all the inside space is easy to reach. Whether you use plain or folding doors (left), or sliding doors (right), you'll make closets

work by using doors all across the front, even over drawers. (Left, Kingsley Moderns; right center, Architect Simon Breines; right, Architect John Normile, Harnischfeger Homes.)



Tom Bang Jr.



Douglas M. Simmonds



Douglas M. Simmonds

Here are three ways you can plan handy storage at the head of a bed

Two of these examples (left and center) use cabinets with drop-down fronts to hide the things being stored, while the third (Designer James DeLong) uses simple, open shelves.

The cabinet, left (Architect John Stafford) has storage for pillows and blankets. In the center cabinet, Architect Warren Heylman uses the space to make the telephone handy.



You can give some bedrooms a whole wall of closets

Here are four ways to make a storage wall out of the right closet combinations. The first (top left) puts closet space over drawers and cabinets, with a center dressing table lighted from above (Gerholz Community Homes). The second has full-height closets, with drawers under the dressing table (top right) and valance lighting along the whole wall. Another

way (lower left) alternates drawers and closets; the wall above the drawers will be mirrored (Architect Donald Sites). The fourth example (lower right) has storage from floor to ceiling and includes plenty of drawers and shelves behind sliding doors. The swinging door hides a wash basin, a good idea for children's rooms. (Architect Roy B. Blass.)



Well chosen fittings can turn a closet into something special

These closets are distinctive because all three include special fittings. Well-designed but simple, the one at left (Architect Helen French) is full of ideas. It has a raised shoe rack at the bottom. Over that is a series of glass-fronted cases, and on top, adjustable shelves to take different-sized items, like hatboxes and purses. The center photo shows you again that fittings can be simple and still effective. There are

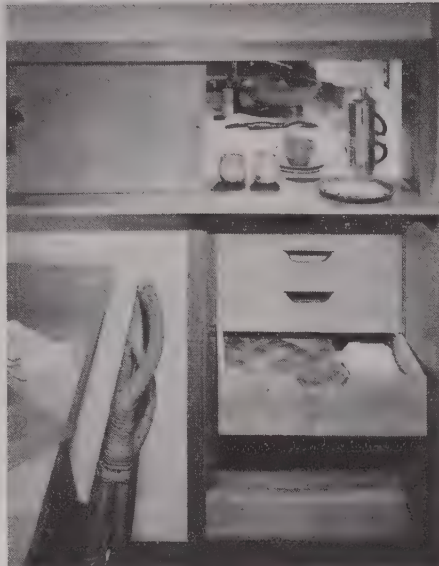
plastic drawers in the unit at left and the counter, now a play area, can easily be converted to a desk or dressing table. The closet at right (Designer Rene Travalletti) has been fitted with a place for everything. A counter shelf tops the built-in drawers and shoe shelves, while the shelves above the counter hold hat and shoe boxes. The cabinets near the ceiling are suitable for off-season, out-of-the-way storage.

BE SURE THERE'S A PLACE FOR EVERYTHING

Hedrich Blessing



Morley Brae



Robert C. Lautman



Women appreciate fine built-ins for the dining room

All of this dining storage has been planned to provide space for both dishes and linens. One entire wall of the room at left (Architect Laurence Schwall) has been turned into storage space adequate for complete services of dishes and glassware and with space for all the other table odds and ends. This wall can be opened to the room for buffet dinners or closed completely by the folding wood doors. The center

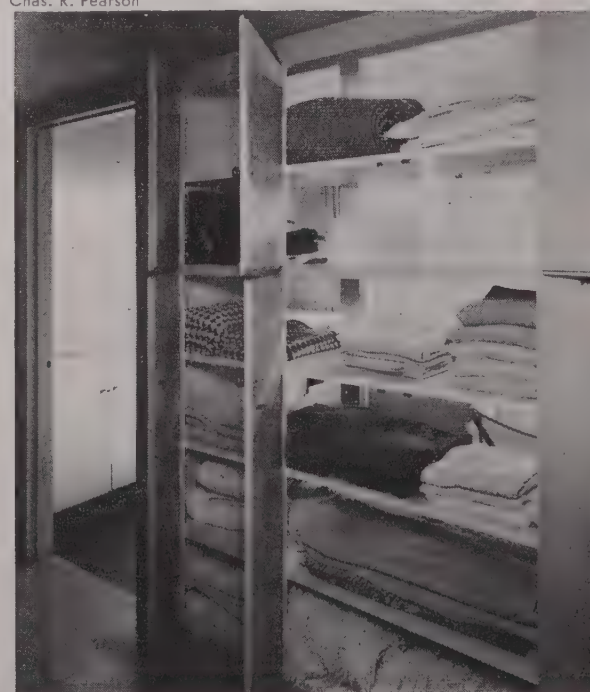
photo shows a handy way to include space for dining linens. Architect Helen French located these pull-out trays under the service panel to the kitchen. The light and open dining area at right has storage in the wall convenient to both it and the kitchen. The wall cabinet is a prefabricated closet. (You'll find a discussion of other components in the story that begins on page 130.)



Douglas M. Simmonds



Chas. R. Pearson



Look how attractive you can make storage for the laundry

Good planning can make your laundry storage both attractive and efficient. The laundry at left (Architects McFarland & Bonsall) has plenty of cabinets and undercounter storage, plus a big cupboard designed to take ironed clothes and store ironing equipment. The center laundry area (Architects

Palmer & Krisel) has a pull-out board for sorting laundry next to the undercounter washer, with shelves for finished laundry behind the sliding doors. The laundry room at right have ample shelving which can be reached from the hallway so it can double as a linen closet. (Designer Louis Shafer).



Virginia McIntire

This storage space leads a double life

These storage walls all do double duty as room dividers and all are usable from both sides. The wall at left has book shelves opening into the living room, with shelving on the reverse side to serve the dining area (Gerholz Community Homes). In the center photo, a low bookcase helps the fire-

place separate living and dining spaces, while the opposite side provides space to store dishes and glasses (Architect Harry E. Ormston). The storage wall shown at right separates dressing room and bath, stores clothes on one side, linens on the other. (Architect: Harold Sylvester.)



Laurence S. Williams



Tom Burns Jr.



Douglas M. Simmonds

Don't ever forget the man (or woman) with a hobby!

Nowadays practically every family has at least one member with a hobby and this means more storage space. Builders Seal & Turner included this gun cabinet (left) in one of their models. Architects Hamlin & Martin planned the space in the center photo just for photographic equipment with

racks for cans of movie film and space below for heavy equipment cases. At right is a fine example of how simple fittings can adapt ordinary closet space to specialized use. By putting in just a few shelves, Architects McFarland & Bonsall equipped this as a convenient sewing work-and-storage area.



Douglas M. Simmonds



Julius Shulman



Julius Shulman

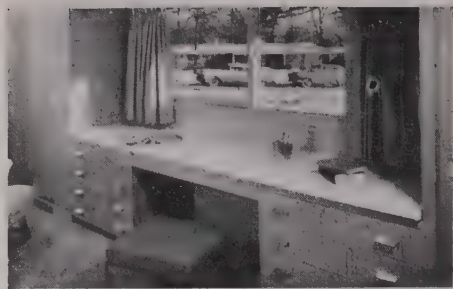
Storage for children's rooms need not be expensive

But it should be flexible and easy for the kids to use. The units in the room at the left are a good example of this, for the adjustable shelves can be changed to suit the child and are always in easy reach. (Architect Jean Roth Driskel.) The storage boxes in the center photo were used instead of

built-ins so that they could be quickly changed and later replaced (Designer J. R. Davidson). The storage at right was designed for a room for three growing boys, so three sets of everything—desks, drawers, and cabinets—were provided in the plan. (Architect Dan Saxon Palmer)

TRY A BUILT-IN TO ADD MORE GLAMOUR

Douglas M. Simmonds



Philip Fein

Dressing tables like these are sure to catch every woman's eye

The one at the left might even catch the whole family's eye, for Architect John Nomland has provided drawers, stools and knee-space for two people. For even more convenience, these dressing tables are located close to closets.

The dressing table in the center photo is in the MacGillivray house, the 1956 prize winner in Carr, Adams & Collier's contest for good builder built-ins. Another long dressing-table (in the photo at right) is in a Scholz Homes model.

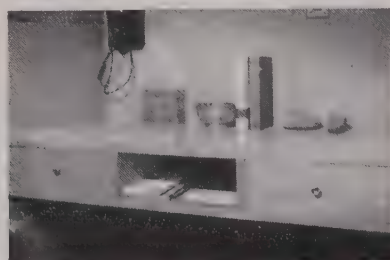
Morley Baer



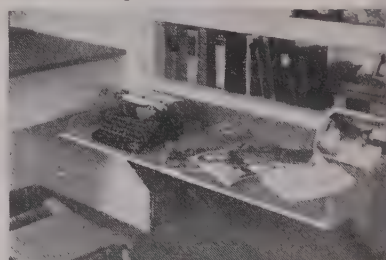
Tom Burns Jr.



Morley Baer



James T. Strong

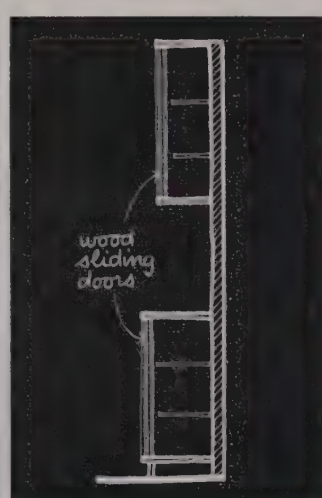
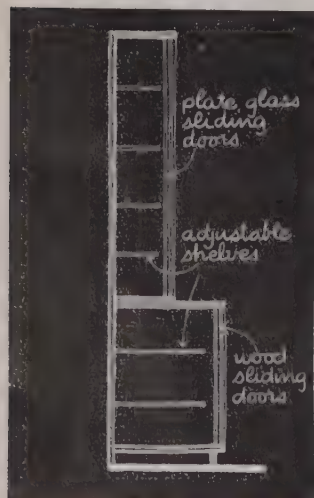


Every family needs desk space—why not build it in?

It doesn't have to be elaborate in order to be convenient. The desk shown at the far left (Architects Campbell & Wong) is built into the side of a work counter and the telephone is located right there, too. The one in left center is more elaborate, for Architects Balzhiser & Seder designed

it to work as home office space. But the desk at right center, designed by Architect John Hoops for his own house, is a very simple arrangement of drawers and work space. At far right is another drop-leaf work space, by Architect Bob Gilmore. The desk is braced from below to hold typewriter.

Jack Stock



And for real luxury, you can even "build-in" a whole room

You can make built-ins just as big and elaborate as you want them to be. Architect Carl R. Blanchard Jr. has finished almost an entire dining room with built-ins. The glass-fronted storage at left, with its adjustable shelves, is a showcase for silver. And there's plenty of room in these cabinets

for complete services of tableware. The long countertop at right makes serving easy and provides a place to set things while putting them away. Details like these are simple in design but, nonetheless, highly fitted and finished cabinet work still costs much more than ordinary construction.



Douglas M. Simmonds

People like built-in TV almost as much as an open fire

So Architects McFarland, Bonsall, and Thomas balanced this attractive fireplace with a television set built into one side of the room. This whole wall is a combination of shelves and closed cabinets. A folding door swings over the television to hide it when it's not being used. The built-in cabinets have been painted to match the color of the adjoining walls and make the built-in seem a part of its surroundings. You'll find built-ins like this not only catch buyer interest but save valuable space.



Douglas M. Simmonds



Morley Baer



Robert C. L. Arman

Your built-in entertainment need not be elaborate

It can, in fact, be just as simple as that shown at the left, where only the television is set into the wall. Angle-brackets painted to match the walls support the projecting shelves. (Designer Mel Bogart). The built-in hi-fi equipment in the center photo occupies one narrow panel in a fireplace wall

and even shares that with a compartment for wood storage (Architects Campbell & Wong). A television set is just one portion of the built-in shown at right. This whole prefab unit is on casters and can be swung around to turn either half of the room into an entertainment area.



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shingle
roofs

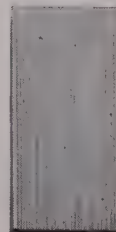
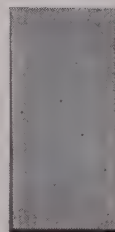
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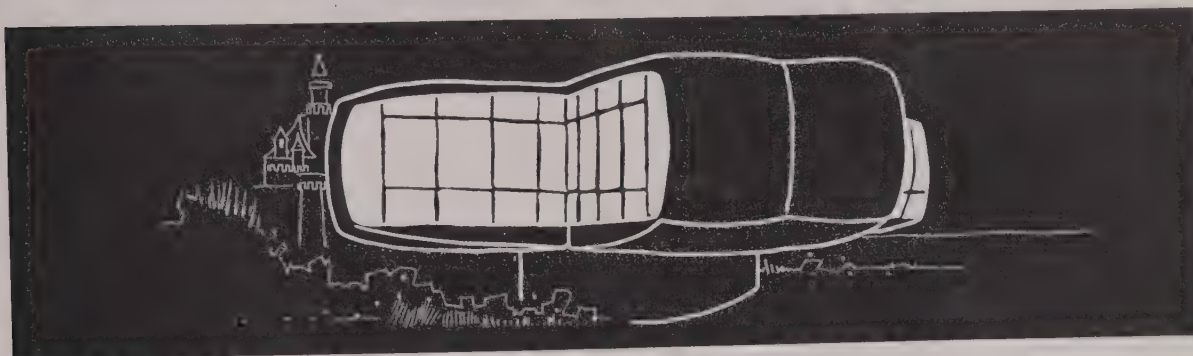
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Be sure to see **NEW WAYS** **TO BUILD BETTER**

A new editorial section on ideas, products and techniques



HOW THEY BUILT THE FIRST PLASTIC HOUSE AT DISNEYLAND

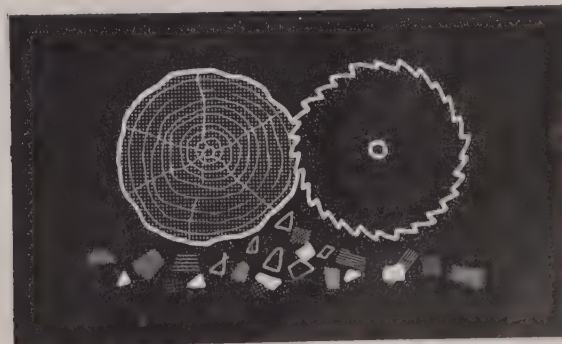
The Monsanto House of Tomorrow is up and almost ready for the opening at Disneyland, Calif. The job of putting the house up may well have

been a trial run of the way plastic component houses will go together in the future. You'll find the story of how it was done on **page 188**.



NEW TOOLS TO MOVE MATERIALS

One of the best ways to cut your costs is to move materials with power equipment. You'll find a line-up of new machines on **page 204**.



PARTICLE BOARDS ARE NEWS

These handsome new boards, compacted of wood chips and resin, are light, strong, grain free, and sound and heat insulating. See **page 196**.



HERE'S A KEY TO MORE SALES

A builder in Westport, Conn., has a novel way to add to his sales force. To learn about it, and other news of the leaders, see **page 238**.

NEW WAYS TO BUILD BETTER...NEW WAYS TO BUILD BETTER...

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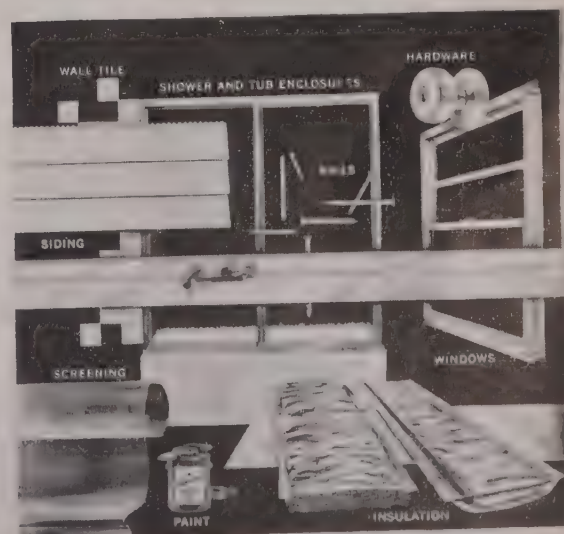
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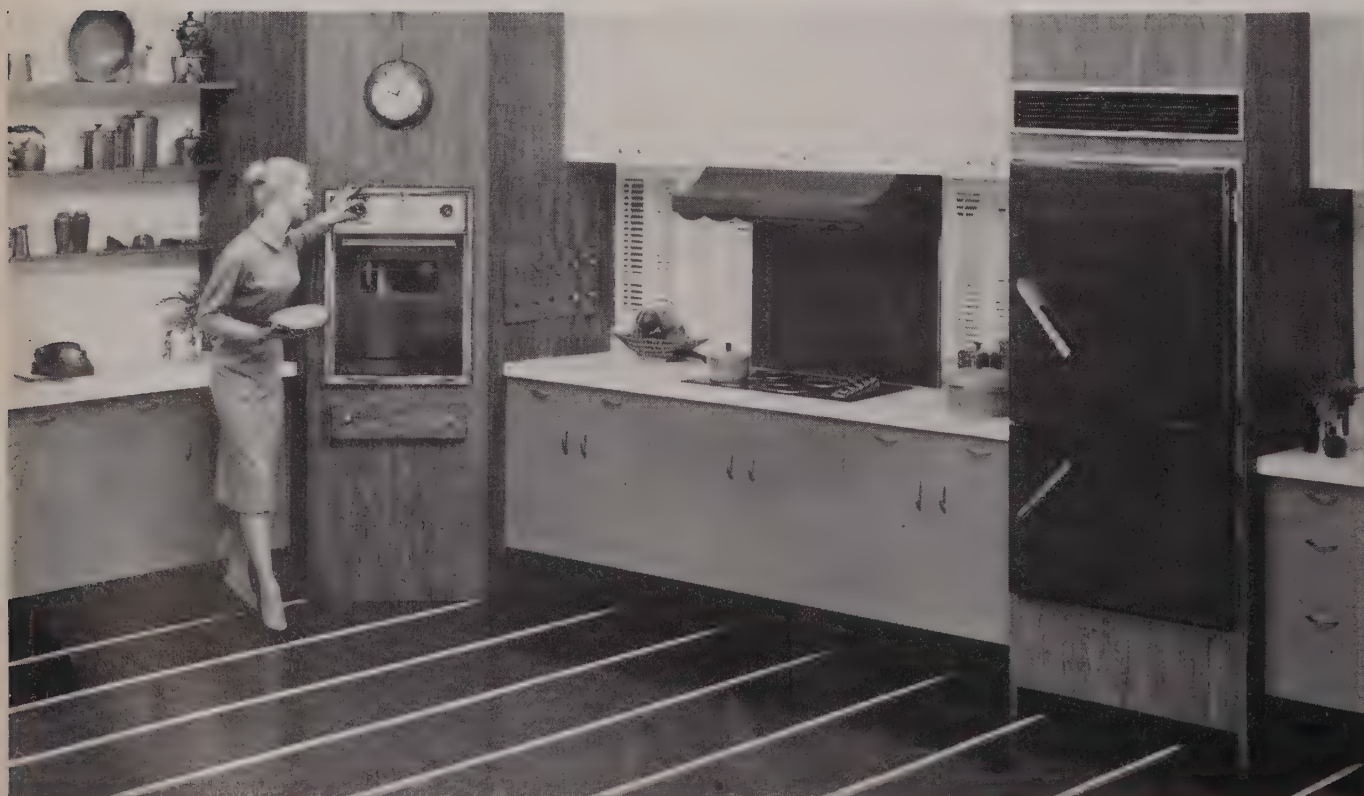
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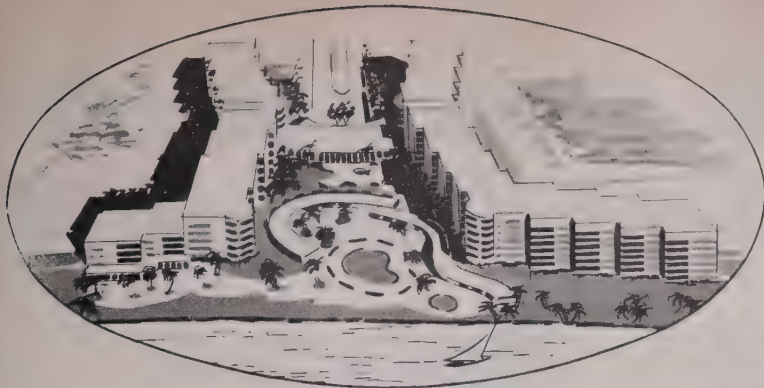
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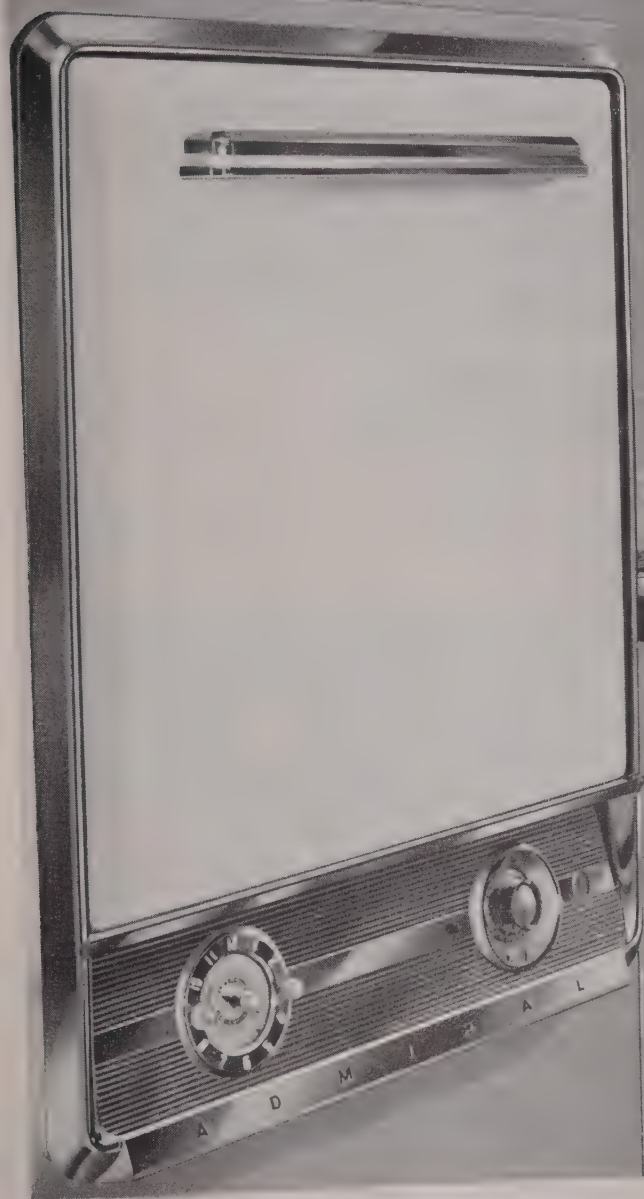
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Sales of Insulite-built homes now exceed \$10,000,000 for L. R. (Andy) Latch

There can be little doubt that home buyers in Tulsa like the unusual "storybook" styling of the home shown below. In recent years, builder L. R. (Andy) Latch of Metropolitan Building Co. has sold hundreds of similar houses, priced at \$17,500 to \$50,000. The company's sales since 1952 amount to about \$5,000,000, and total sales to date well over \$10,000,000.

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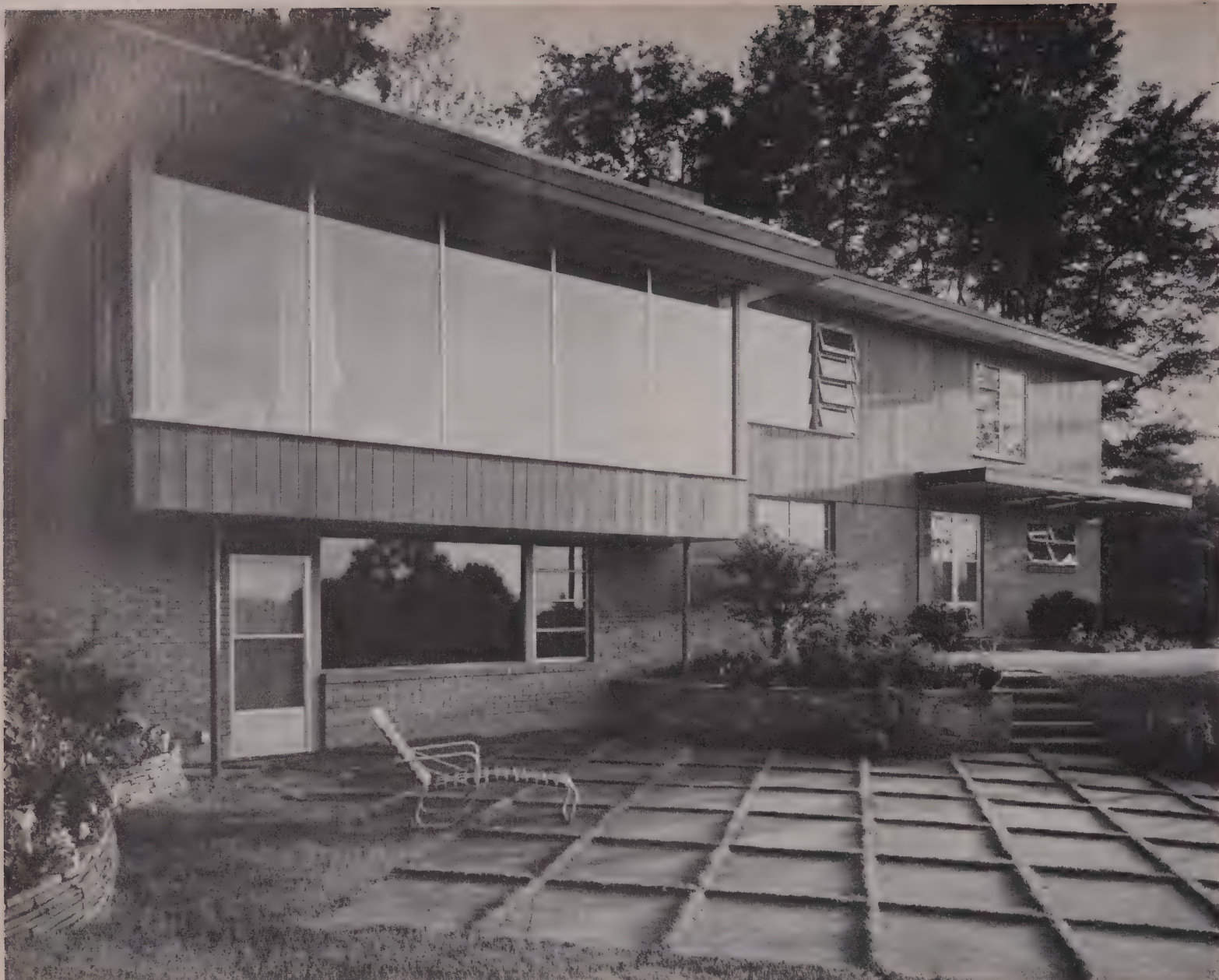
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Architect: Ernst Payer, A.I.A.

Photographer: Hedrich-Blessing



Redwood...for harmony in texture



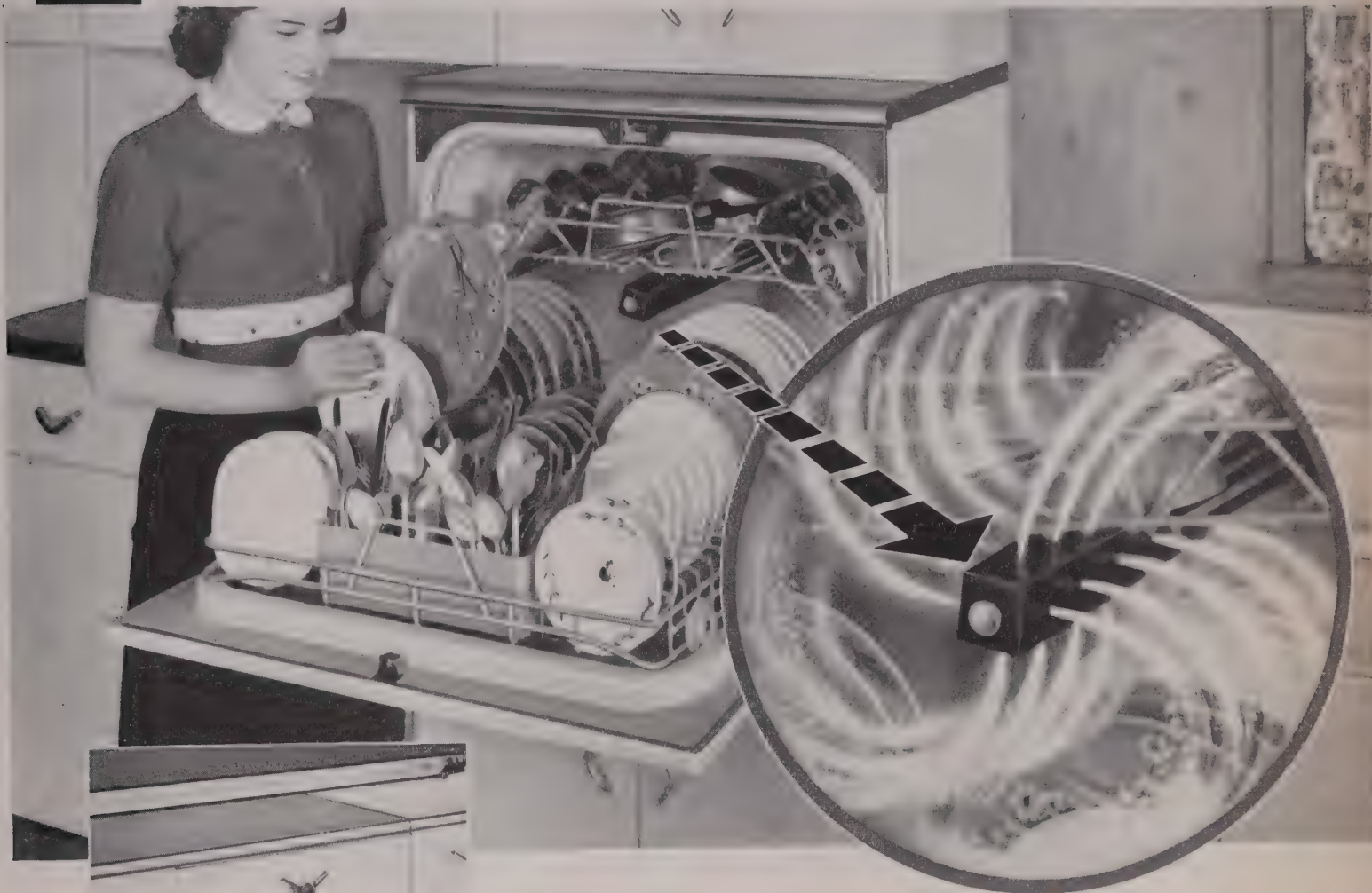
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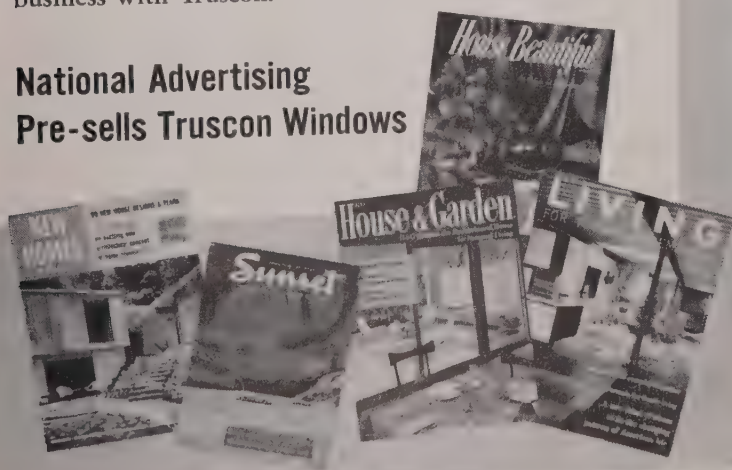
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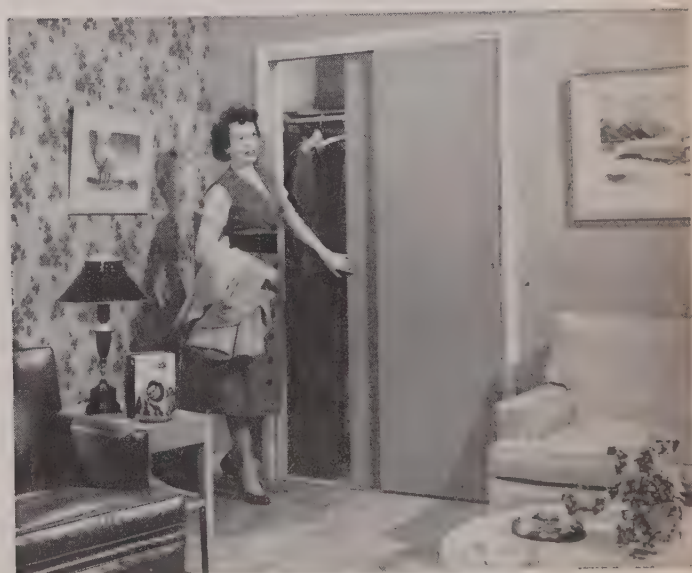
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☐ Truscon Windows ☐ Truscon Steel Doors ☐ Republic Steel Kitchens

Name _____ Title _____

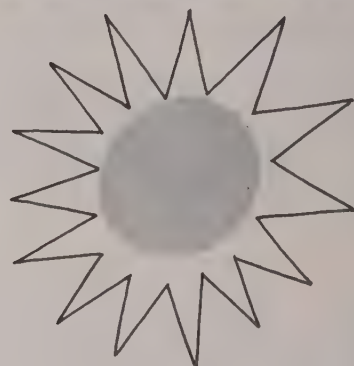
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A NEW HEAT PUMP WITH LOWER INSTALLATION COSTS

THE CARRIER HEAT-PUMP



Exclusive "Climate-Balanced" design makes possible the first truly practical heat pump

The Carrier Heat-Pump Weathermaker is the first heat pump designed specifically for maximum efficiency over the whole year-round range of operating temperatures.

"Climate-Balanced" design does it. And here's how this exclusive Carrier feature further reduces costs:

You don't pay for more heating capacity than you'll ever need.

Operating costs will usually run much lower than other air-to-air type heat pumps. Two years of testing proved this.

The two-section construction of the new Carrier Heat-Pump Weathermaker allows greater flexibility than ever before. The compact Indoor Section that fits easily into a closet occupies no floor space within the house. The Outdoor Section eliminates the need for bulky ductwork to bring in air.

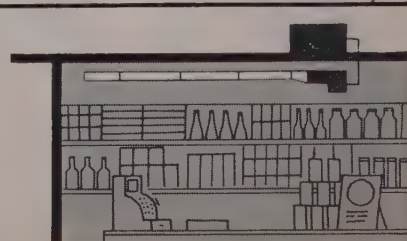
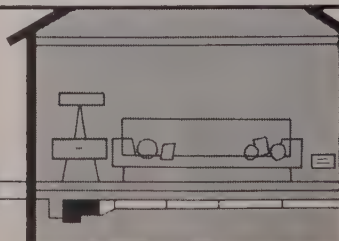
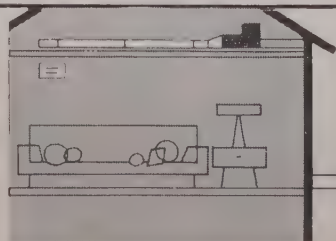
For more information on the Carrier Heat-Pump Weathermaker see the Carrier dealer in your community. His name is listed in the Classified Pages of your Telephone Directory. Or write to Carrier Corporation, Syracuse, New York.



Indoor Section of the new Carrier Heat-Pump Weathermaker installs easily in the attic.

Crawl space of a split level or ranch house is another convenient location.

Carrier Heat-Pump Weathermakers are equally efficient in commercial buildings.



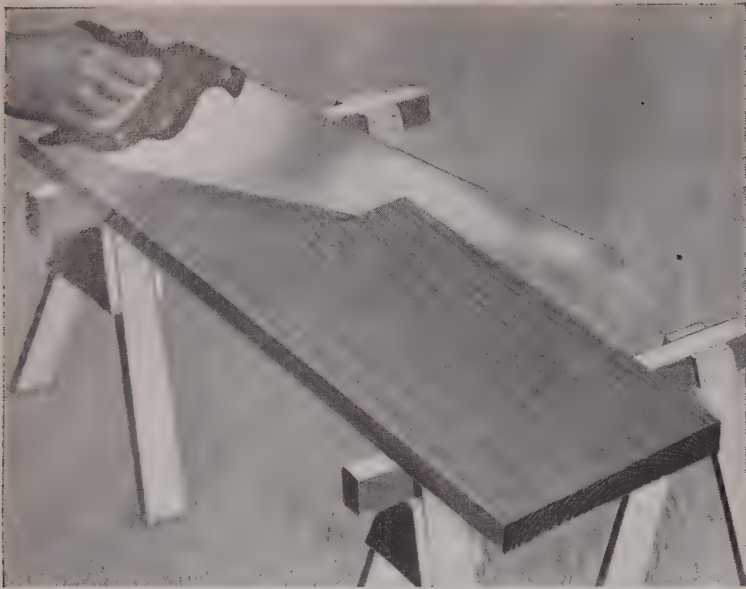
LOWER FIRST COST, AND LOWER OPERATING COSTS: WEATHERMAKER



Carrier Heat-Pump Weathermakers provide efficient year-round air conditioning using only air and electricity. Costs of fuel storage tanks and fuel lines are eliminated because they are not needed.

first name in air conditioning





REPAIR your home

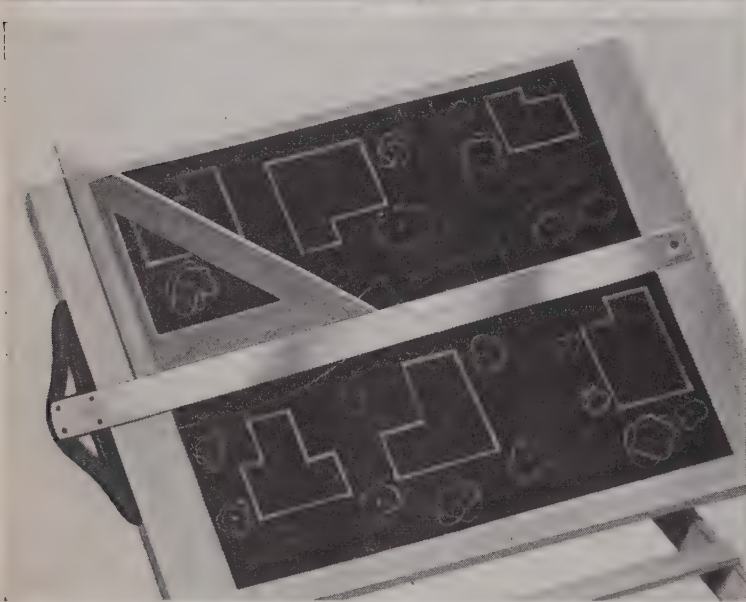
Take pride in your property: Realize that blight breeds from small beginnings. It spreads outward from one home to menace entire neighborhoods. By making timely repairs you protect both your home and neighborhood, and set an example for others. Always stay alert for signs of blight.

Make sure floors and foundations are firm, kitchen and toilet facilities adequate.

Roofs may leak, wiring can become overloaded.

Grounds should be kept up, property frequently painted.

Keep the simple things from becoming serious. It pays to correct minor flaws before they cause major damage.



REPLAN your neighborhood

Take pride in your neighborhood: You can help refresh and revitalize your area by protecting and improving your local living conditions. Watch for signs of neighborhood blight.

Are streets and sidewalks in good repair, well lighted, free of heavy traffic?

Are there good schools, safe parks and playgrounds nearby?

Are vacant lots kept clear of refuse?

Are zoning laws adequate, properly enforced?

Act as a responsible individual citizen. Work with your neighbors for the common good. Support the local groups which seek better living conditions for all. Your own way of life is greatly influenced by general neighborhood conditions.



RENEW your community

Act in your home, act in a group: You can help organize a community improvement group, or join an existing organization. If you have any problem or questions, get the local facts first from your own civic officials such as these:

Planning Director or Elected Officials.

Housing, Redevelopment and Renewal Officials.

Local Business Groups, Realtors, Builders and Building Material Suppliers.

Civic Affairs Groups, Health and Welfare Officials.

If you need further advice on a specific home or group improvement project, write ACTION for information. Play your part by improving your own home, then interest your neighbors in whatever group projects are necessary.

Write ACTION for information:

Try to get the local facts first. If you need further information on how you can improve your home or work with your neighbors for the common good, write a letter explaining the exact information you need to ACTION, Box 500, Radio City Station, New York 20, N. Y.



GOOD NEIGHBORHOODS ARE OUR NATION'S STRENGTH

ACTION

American Council To Improve Our Neighborhoods

Published in the public interest to inform you

of the 1957 national A.C.T.I.O.N. program. Similar material is available

for your business publications, local newspapers,

radio and television stations.



Your American-Olean Tile Contractor can adapt this installation to suit your plans.

Little differences make a big difference—in TILE

At the first glance, all ceramic tile seems pretty much alike. But when you select and specify American-Olean ceramic tile, you get the benefit of a lot of little differences that add up to a much better finished result.

A close check on sizes—each tile is automatically measured and marked—helps your tile contractor lay straight and even rows. Careful color control and color sorting means that there are no mis-matched tiles to make a jarring note in an expanse of wall.

The self-spacing feature of American-Olean wall tile results in speedier, more precise tile setting and narrow, uniform joints.

The sum total, when you use American-Olean Tile, is a room which is outstanding for attractive colors and precise setting. At a time when most of your competitors are using tile, this gives you a distinct and important sales advantage!

TILE DESCRIPTION: *Color Plate No. 61. Walls: 64 Lobelia. Wall Stripes: 97 Gardenia. Counter: 97 Gardenia. Floor: 1" squares, Pink and White.*

IMPARTIAL SURVEYS ADVISE YOU TO USE CERAMIC TILE. American Home, surveying more than 2,000 readers, found that ceramic tile was preferred by 56% for bathroom walls, and that tiled floors were first choice, too!

TWO NEW BOOKLETS give you valuable suggestions for planning eye-catching tile installations: Booklet 420—New Ideas in Tile; Booklet 1000—Crystalline Glazes. Send for them today.

American-Olean Tile Company

Executive Offices: 1257 Cannon Avenue, Lansdale, Pennsylvania
Factories: Lansdale, Pa. • Olean, N.Y.
Member, Tile Council of America, Producers' Council

AMERICAN-OLEAN TILE COMPANY

1257 Cannon Avenue, Lansdale, Pennsylvania

Please send me my free copies of Booklet 420—New Ideas in Tile, and Booklet 1000—Crystalline Glazes.

Name _____ (Please print plainly)

Address _____

City _____ Zone _____ State _____



New General Electric "Straight-built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!



Help in publicity! General Electric Model Home Program gives you advertising, publicity, merchandising help based on hundreds of success stories.



Help in color styling! A General Electric Distributor builder specialist works with you on appliance deliveries, installation, even on color coordination.



Help in planning! General Electric's Custom Kitchen-Laundry Design Service will help you in designing kitchens, improving layouts.



Help in selling! You get on-the-spot demonstrations of your General Electric Kitchens by experts—everything you need for sales action!

*Send
this
now!*

GENERAL ELECTRIC COMPANY, HOME BUREAU
Appliance Park, Louisville 1, Kentucky

Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

NAME.....
(PLEASE PRINT)

STREET ADDRESS.....

CITY.....STATE.....

PUB. NO. B24-0386 HHS



Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits flush.

That kitchen in the picture looks every inch a built-in. You can see that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are flat. All appliance corners are square. All appliances fit flush. This is the new General Electric "Straight-Line" appliance concept.

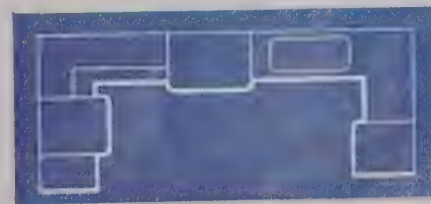
Think of what this means to your prospects: the latest in kitchens . . . with the brand name women prefer—General Electric.

You can start putting these kitchens in your houses tomorrow. No waiting. They'll suit "U", "L" or "Island". . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . \$9,600 to \$96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL  **ELECTRIC**

Fenestra[®] sets the fashion in window beauty . . .

*Ex-housewife knows what home buyers want . . .
builds \$10,000,000 worth of houses in 8 years . . .
features Fenestra Color-Styled Windows!*

Eight years ago, Chicagoan Greta Lederer was a suburban housewife. Since then, she has built and sold \$10,000,000 worth of houses in price ranges up to \$75,000.

As an ex-housewife she knows what women want.

For example: When Fenestra introduced Color-Styled Windows, she was one of the first builders to realize the sales appeal of windows color harmonized to interior and exterior color schemes. She has used nothing else, since, in her homes.





Former beauty queen, model and housewife, Mrs. Lederer now builds show houses on Chicago's north shore. Fenestra Steel Windows are featured.

Set off your homes with Fenestra Color-Styled Windows!

Obviously, this is a selling feature that works. Why don't you try it? Fenestra Color-Styled Steel Windows give you an extra selling feature at no extra cost. Fenestra Windows are factory-primed. One coat, applied on the job, color-styles them to the interior color scheme and exterior color.

NATIONALLY ADVERTISED—

Fenestra is a well-known, nationally advertised brand name you can use to help promote your house sales. Show your prospects the colorful Fenestra advertisements in *House Beautiful*. Better yet, your Fenestra representative can show you how to cash in on the whole powerful Fenestra promotion program in your model home. Call him, today, or mail coupon.



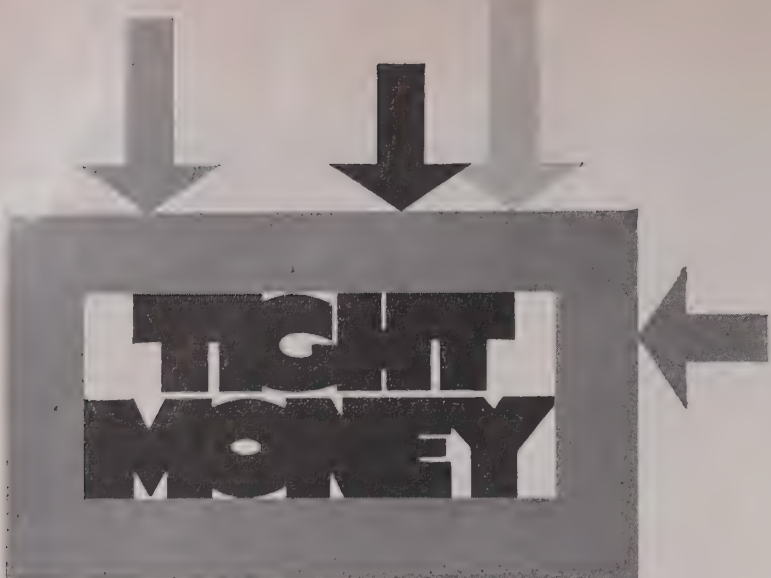
This Lederer model home features Fenestra Steel WindoWalls glazed with *Thermopane*® insulating glass and color-styled to blend with interior and exterior decoration.

Fenestra
INCORPORATED
STEEL-STRONG WINDOWS

Fenestra Incorporated
HH-6, 3401 Griffin Street
Detroit 11, Michigan

Please send me complete information on Fenestra Color-Styled Windows for my new homes!

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____



**TIGHT
MONEY**

**creates
a
BUYERS
MARKET**

*Purchasers are more selective—
Quality is examined more closely.*

In mortgage investments title insurance is a measure of quality . . . Mortgages supported by title insurance are more attractive investments—and . . .

Mortgages with Lawyers Title policies evidencing titles and insuring against loss are the most desirable real estate securities.

Investors in mortgages know . . .

THERE IS NO BETTER TITLE INSURANCE
THAN A POLICY ISSUED BY

Lawyers Title Insurance Corporation

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TITLES INSURED THROUGHOUT 43 STATES, THE DISTRICT OF COLUMBIA,
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REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 200 OTHER CITIES

PEOPLE: *continued from p. 85*

PREFABBERS: John R. Yeager, formerly executive vice president of Techbuilt Inc., Lexington Mass., has been elected president of the prefab manufacturing company. Architect Carl Koch, formerly board chairman and president, continues as chairman. J. Samuel Hunter, previously controller, has been elected treasurer.

Frederick K. Trask Jr., managing partner of Payson & Trask, New York investment firm, has been elected president of Lumber Fabricators Inc., Fort Payne, Ala. Thornton E. Stokes, former president, continues as consultant of the prefab home company. M. O. Gustafson, formerly executive vice president of Thyer Manufacturing Corp., has joined LFI as marketing vice president.

"Being president of NAHB may be an honor, but it sure can cost you money."

That's what Joe Haverstick, of Dayton, Ohio, has learned. About the time he ended his year as head of NAHB, Washington Township, outside Dayton, upzoned his 107 lots from 15,000 to 30,000 sq. ft. This happened even though the lots were already recorded in two sections and some houses were up. Haverstick planned to sell the houses for \$22,000 to \$26,000, figuring the lots worth \$4,300 developed. Under the larger zoning, he would be selling the same houses at \$30,000 in an area where competitors offer the same space for \$3,000 less. "I simply can't do it," he says.



HAVERSTICK

Haverstick has threatened to sue, but hopes he won't have to. The town has so far allowed him to go ahead with 22 units on one tract, and he will try to go ahead on the other 85 lots.

Haverstick has been active in a drive in the Ohio legislature this spring for a law giving counties the option of metropolitan government.

MANUFACTURERS' INSTITUTES: Clifford V. Coons, executive vice president of Rheem Manufacturing Co., was elected president of the Gas Appliance Manufacturers Assn.; Walter W. Underwood, former NAHB field service aide, was named executive director of the Natl. Concrete Masonry Assn., succeeding Elmer W. Dienhart, who becomes a consultant; Harold J. Ford, general sales manager of Tarter, Webster & Johnson of San Francisco, was elected president of Ponderosa Pine Woodwork, association whose members produce wood windows, panel doors and kitchen cabinets; A. Bristow Hood, general manager of Ralph L. Smith Lumber Co. of Anderson, Calif., was elected president of the 440-member Western Pine Assn., succeeding A. L. Helmer of Polson, Mont.

DIED: Architect J. Frazer Smith, 60, pioneer public housing designer in Memphis, and former president of the Tennessee chapter of AIA, in Little Rock, April 14; Wilbur S. Holton, 52, vice president of Orangeburg Mfg. Co., makers of bituminous fiber pipe, April 20, in Norwalk, Conn.; Architect George B. McDougall, 88, past president of the northern California chapter of AIA, April 20, in San Raphael, Calif.; George E. Palmer, 72, board chairman of Serial Federal Savings & Loan Assn., April 28, in New York; Max L. Waeber, 74, retired FHA architect, April 28, in Washington; Realtor Grant A. Benson, 71, past president of the Omaha Real Estate Board, May 2, in Omaha; William E. Woodruff, 49, public relations manager for the Associated General Contractors of America and managing editor of *The Contractor*, May 2, from injuries received in an automobile accident in Potomac, Md.; William Emerson, 83, dean emeritus of Massachusetts Institute of Technology's school of architecture, in Cambridge, Mass., May 4; George Morris Evans, 61, mortgage broker and land developer, May 7, in Washington; Architect John Graham Jr., 68, a member of the National Capital Regional Planning Commission and co-chairman of the AIA's Committee on the National Capitol, May 7, in Arlington, Va.; Leroy A. Lincoln, 76, board chairman of Metropolitan Life Insurance Co., May 10, in New York; Cornelius F. Kelley, 82, chairman of Anaconda Co., May 13, in New York; Will N. Clurman, 63, Long Island builder and realty broker, May 17, in Lawrence L. I.

For Gable ends you'll stay proud of!

MASONITE

EXTERIOR PANELS



NO MORE OF THIS!

That brand-new look—how many seasons will it last?

A lot more, if you use Masonite's time-defying exterior panels. Builders today are turning to Panelgroove, Ridgegroove and Masonite's tough siding products for gable ends. Grainless and without knots or other imperfections, they take extra smooth, applied finishes. Repainting is extra years away. You eliminate call-backs from

unhappy home owners. Masonite panels are easy to cut and fit. (Send the coupon for a free cutting diagram for gable ends.) You pay no premium for the extra advantages of Masonite siding products.

Use Masonite® exterior products for every exterior application where strong, weather-resistant panels are required. See your lumber dealer. Send the coupon for more information.

©Masonite Corporation—manufacturer of quality panel products.



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Please send me, without obligation:

- ☐ Cutting charts for gable ends
☐ Your booklet on Masonite exterior products

Name

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City State

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Living Rooms! These glamorous 5'10" high Beauty-Line Units combine to form a picture WINDOWALL. Narrow meeting rails cut down interference with vision. Roto-Lock (illustrated) works under screen, draws sash corners in *tight*.

Now! For faster selling new Andersen

Beauty-Line screens lock in and out of sash in just 5 seconds!



5-second Installation... easy as flipping a light switch. Here's real sales appeal. No more bulky screens to wrestle. Light and portable for easy handling, easy cleaning, too.



Built to fit... each screen is tailor-made. Constructed of rugged aluminum frame and heavy-gauge screen cloth. Can be left on window year around. All hardware is furnished with screen.



Kitchens! It's easy to operate this 3'3" Beauty-Line Window over a kitchen sink or counter. This unit also makes an excellent privacy window for the bedroom!



Dining Rooms! The 4'7" Beauty-Line Unit serves in dining areas—or anywhere you want window beauty and ventilation. Hardware shown is Bar-Lock Operator.*

houses, use versatile Beauty-Line* windows!

New wood windows combine beauty, quality and low, low cost

No matter what type of home you're planning, the new Andersen Beauty-Line Window* will fit the style you have in mind and give you wood window beauty that endures!

This all-new window idea from Andersen is designed to bring new window beauty to a wide variety of residences, schools and light commercial buildings.

The new Beauty-Line Window has a fixed upper sash over an awning style lower ventilating sash—combined in a single unit! This means fenestration is easier to plan . . . easier to install. And Beauty-Line Windows have been designed for economical production to offer famous Andersen quality at a low, low cost-per-square foot of glass.

Available in seven standard sizes—four heights and two widths—this versatile window makes it easier to solve

almost any fenestration problem! And Beauty-Line Units may also be used with other Andersen WINDOWALLS to form a variety of practical and beautiful window treatments.

Optional features include glazing with welded insulating glass . . . removable double glazing . . . aluminum frame screen . . . choice of three types of specially designed operating hardware. All wood parts are, of course, toxic treated by Andersen for protection against moisture, decay and termites. Wood, so treated, will last as long as the house itself.

For full specification data on Andersen Beauty-Line Windows, see Sweet's Files or write Andersen for Detail Catalog and Tracing Detail Files. Sold exclusively by mill-work dealers.

*Patent Pending

Andersen Windowalls

 ANDERSEN CORPORATION • BAYPORT, MINNESOTA



PLASTIC HOUSE IN DISNEYLAND cantilevers its four wings from a 16' x 16' basement foundation. Kitchen and baths are located in

center above basement. The rear wing makes a carport roof. Entrance will be at right side of house up steps to family room.

Here's how they are building the first plastic house



CONCRETE FOUNDATION WALLS were poured in plywood forms plastic-faced to give smooth concrete surface for waterproof painting. Opening in formwork, lower right, will be a doorway from carport into the utility basement. Garden ponds will circle the foundation on three sides in the shade of the cantilevered wings.



EIGHT PLASTIC BENTS form bottom half of house. Bents are placed by crane in one day, are glued to each other and to foundation with epoxy adhesive. Bolts draw shapes tight for glue set and added strength. Each 8' x 16' floor panel, made of 4" phenolic-paper honeycomb, is surfaced with reinforced polyester.

A look here and on page 188 will give you a pretty good idea of how the first plastic house is being put together.

A practical experiment but not a prototype, the project is Monsanto's House of Tomorrow, soon to be completed in Disneyland, Calif., halfway between Fantasyland and Tomorrowland. Monsanto commissioned MIT Architects Richard Hamilton and Marvin Goody to design the house to show the great potential of plastics and to test their durability. About 6,000 people will go through the house daily.

The house is a real house, ready to be lived in. Its air conditioning is beefed up to handle the crowds and a sprinkler system has been added for fire safety.

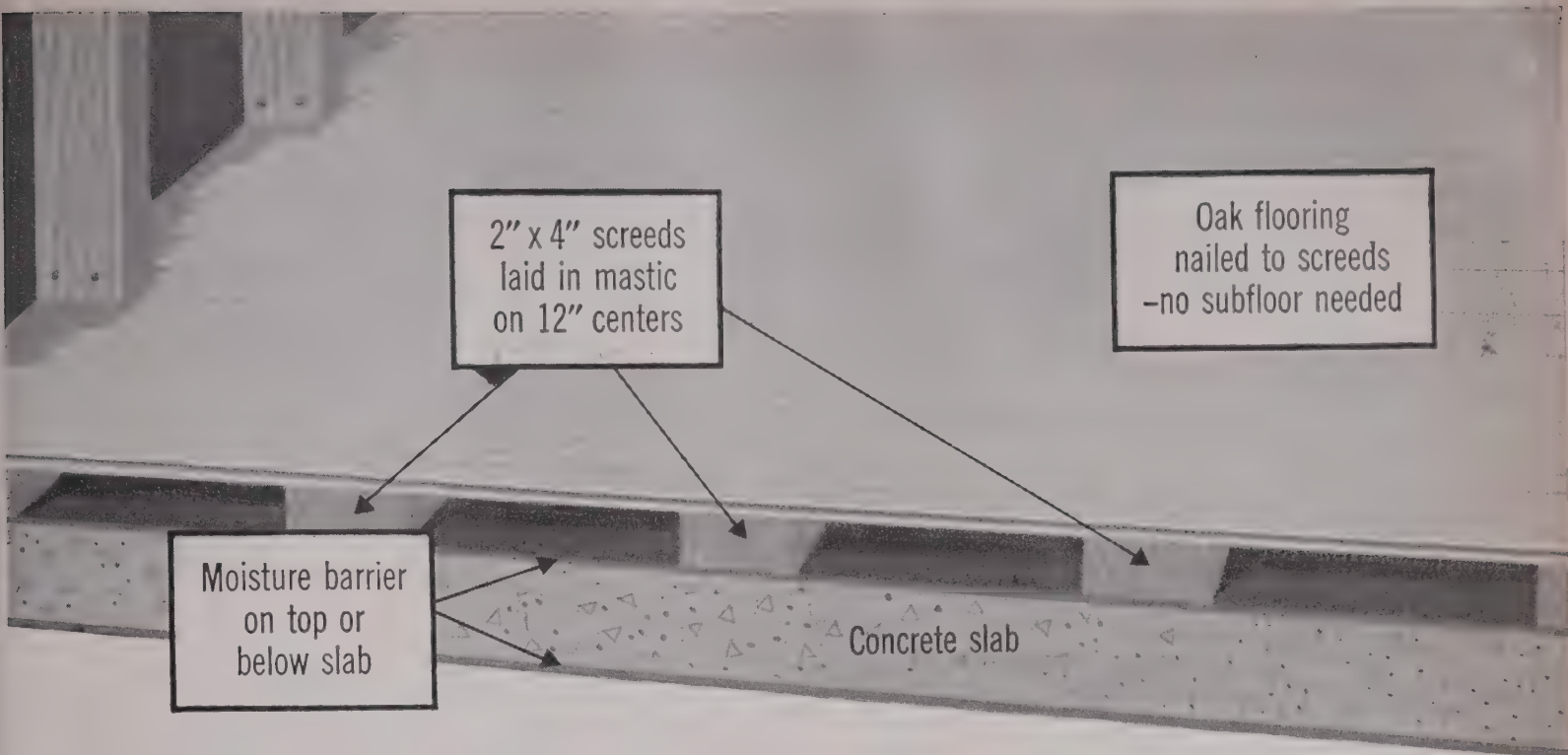
A lot of other companies also contributed to this experiment: Kelvinator designed and made the kitchen (H&H, Jan '57 p. 166); Crane the two baths, air conditioning and heating; Sylvania the lighting and electrical systems; Armstrong the flooring; AT&T the intercom, closed-circuit TV system; and Owens-Corning helped design the big glass fiber reinforced polyester bents that form the wings of the house.

Alfred Dietz, MIT, was the structural engineer.



ROOF BENTS weigh about 1,600 lbs., were placed in another day by the crane. Reinforced polyester pipe columns at foundation corners hold up beams to which bents are glued and bolted. Glue joints were buffed smooth, left. Insulation is foamed-in-place urethane in horizontal surfaces, foamed styrene plank in vertical.

continued on p. 192



New low-cost way to lay Strip Oak Floors over concrete



Random-length screeds are laid in a staggered pattern. The asphalt mastic anchors them permanently to the slab. Flooring is nailed to screeds and sanding and finishing follow in usual manner. Prefinished flooring may be used.



Proven successful in thousands of homes

Wherever homes are built on concrete slab foundations this economical "screeds-in-mastic" method of installing Strip Oak Flooring is being used.

By eliminating the subfloor, it cuts construction costs and saves time. Builders can afford to give even lowest-budget homes the proven sales appeal of Oak Floors.

If you haven't tried this money-saving, fully-approved construction method, be sure to mail the coupon below for free installation manual. Simple step-by-step instructions and photographs enable any carpenter or floor layer to use the "screeds-in-mastic" method successfully . . . without previous experience.

Oak floors add to the salability of slab foundation homes because of their beauty, durability, high insulating value, and natural resilience which counteracts the uncomfortable hardness of concrete. They're preferred by 8 out of 10 home buyers, builders and architects!



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building • Memphis 3, Tenn.

MAIL COUPON for free installation manual

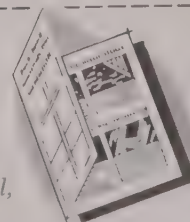
NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
801 STERICK BLDG., MEMPHIS 3, TENN.

Please send free copy of your manual,
"How To Install Hardwood Strip
Floors Over Concrete Slabs."

Name _____

Address _____

City _____ State _____





Steel windows go right along with traditional design as shown by this lovely home in Landerwood Estates, Pepper Pike, Cleveland, Ohio. This development recently won National First Award in the National Association of Home Builders' annual neighborhood development contest for complete community development of larger homes.

Builder: The Keyes-Truehaft Company, Cleveland, Ohio.

Beautiful homes deserve

This attractive, modern home—featuring good-looking, long-wearing steel windows—is located in Mt. Lebanon, Pittsburgh, Pa. It has 16 steel windows and was built by Hagel Construction Company, Pittsburgh. Mr. Edgar Hagel, President, states, "We have standardized on steel windows for 20 years. I have always found them most satisfactory. The customer prefers them. They are easy to clean, from the woman's viewpoint—easy to screen, and as far as the builder is concerned, they are easy and economical to install."





beautiful windows...made of STEEL!

TIME WAS when windows served only to let in light. And frames did little but hold the glass in place. But now, windows are becoming a very important architectural feature of the house. The style of window used does much to create the over-all style of the house.

With this change came a change in the way windows are built, and in the material used for window construction. And that's where steel came into the picture.

Steel is an ideal material for window construction. It is strong and sturdy, and can easily support large

glass areas with slender, graceful frames. Steel is long-wearing and durable and gives home buyers house-life insurance for their windows. Steel makes window frames that are easy to take care of, that will not warp, shrink or twist out of shape, that can easily be painted to match or blend with any exterior or interior color scheme.

Prospective home owners know and like steel windows, and they will be expecting to see them in your houses. Remember this and give your model homes the beautiful, durable steel windows they deserve.

For more than forty years, United States Steel has been supplying window manufacturers with special rolled sections of high-grade open hearth steel. You can be sure when you buy windows made of steel that you are getting a quality product, one that will give years of service in the finished house.

**UNITED STATES STEEL CORPORATION,
PITTSBURGH**

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS



UNITED STATES STEEL

Big pieces for plastic house fit together like clockwork

This house is prefabricated with watchmaker precision.

The sixteen 8' x 16' bents, designed to nest together on trailer trucks, in two days are placed around a center core to make a watertight house shell. Then shop-made window walls, kitchen components and four big molded pieces, that make two baths complete the basic assembly. Mechanical work, hardware, decoration and flooring finish the job.

The big curved bents do double duty as structural and mechanical elements. Hand holes in the inside surface make wiring easy. Then some of these hand holes become outlets and fixture boxes, while others take hot and cold air grilles. Each bent makes a room-width duct whose inner, uninsulated sides become radiant ceiling and wall panels. In the bath-rooms in the core the floors are heated electrically./END



BIG BENTS ARE GLUED together with a strip of epoxy and sealed with an outer strip of sulfanated synthetic rubber. Hand holes in bents are first used in bolting bents together, then some will be sealed and some will be left to serve as hot and cold air outlets.



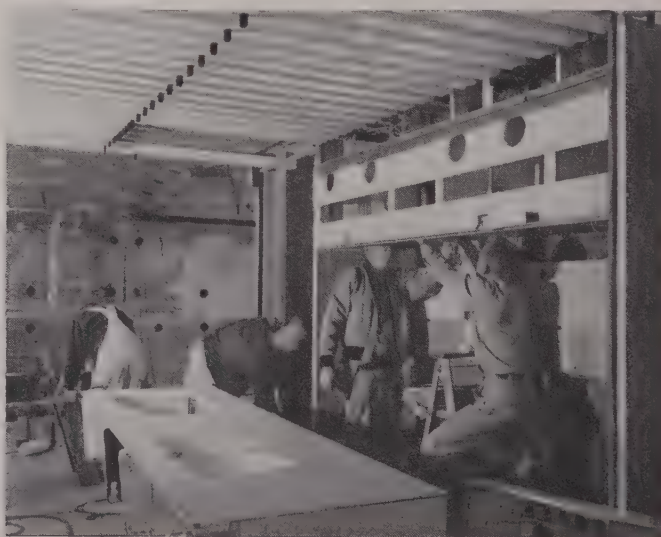
CORE ROOF BEAMS are laminated wood capped with polyester flanges to make structural I-beams. These beams support the pull of the cantilevered wings. Core roof cap will be four curved polyester panels which come to a peak over these beams. Holes in beams are duct openings for hot and cold air supply to bents.



WINDOW FRAMES are made of laminated wood to match the elasticity and expansion of the plastic bents. Safety glass with decorative plastic laminates will be used for some glazing, other panels will have opaque polyester sandwich panels. Each bathroom, left, is molded in two big pieces, complete with fixtures.



INSIDE OF HOUSE has almost 1,300 sq. ft. of living space. Spots on ceiling are protective material that has not yet been cleaned off. Plastic electronic kitchen (H&H, Jan. '57, p 166) is being installed at left. Small pipes in ceiling are for the sprinkler heads.



KITCHEN is installed in sections. Workman prepares wiring and motors for wall-hung refrigerators that will rise and lower at a touch of a button. Luminous ceiling will have polyethylene diffusing panels. Flooring throughout will be vinyl sheet and tile.



**“WESTERN PINES give the homes we build
a strong selling plus”** —Bob Scarborough, builder
Haddonfield, New Jersey

“Whenever a prospective buyer discovers the use of Western Pine woods in our homes, we find an almost immediate positive response. Particularly with kitchens. A kitchen must appeal to people for several reasons. It must be planned for efficiency, eye-appeal and ease of maintenance.

“The beauty, versatility and ease of maintenance of the Western Pines adapt them ideally not only for kitchens but for practically every kind of building and remodeling project.”

For more information on any of the Western Pine woods, write: WESTERN PINE ASSOCIATION, Dept. 206-V, Yeon Bldg., Portland 4, Oregon.

The Western Pines

**Idaho White Pine
Ponderosa Pine
Sugar Pine**

and these woods from
the Western Pine mills
WHITE FIR • INCENSE CEDAR
RED CEDAR • DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE • LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW



Heat and condensation control—Now Ador Thermo Door is first to offer an insulated door to match the insulation characteristics of 1" dual glazing.

Why an *insulated* sliding glass door is important to users of dual

More and more dual glazing is being used in sliding glass doors to meet the booming demand for large glass areas in today's construction.

But, the efficiency of dual glazing is oftentimes restricted because of heat flow through the metal of the door.

Now, Ador offers an *insulated* sliding glass door whose efficiency is compatible with dual glazing. Designed in the same manner as dual glazing, the Ador Thermo Door is actually *two* doors in *one*—an inner unit and an outer unit—separated by continuous strips of non-metallic insulation.

The result is an *insulated* unit which offers these important advantages:

1. a door designed exclusively for 1" dual glazing,
2. a door insulated to reduce condensation,
3. a door double weatherstripped for minimum heat loss.

For complete information on the Ador Thermo Door, see your Ador dealer, or mail the coupon below today.

Thermo Door by *Ador*

America's Foremost All-Aluminum Sliding Glass Doors

**MAIL THIS COUPON FOR INFORMATION
ON THE ADOR INSULATED THERMO DOOR**

Ador Sales, Inc.

2345 W. Commonwealth Ave., Fullerton, California

Please send details of the THERMO Door.

I am an architect ☐ a builder ☐

name _____

firm _____

address _____

city _____ state _____

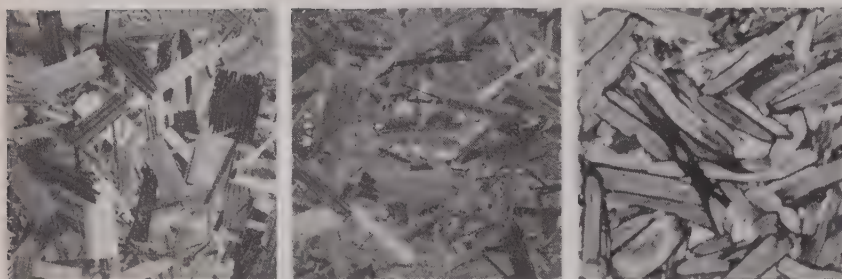
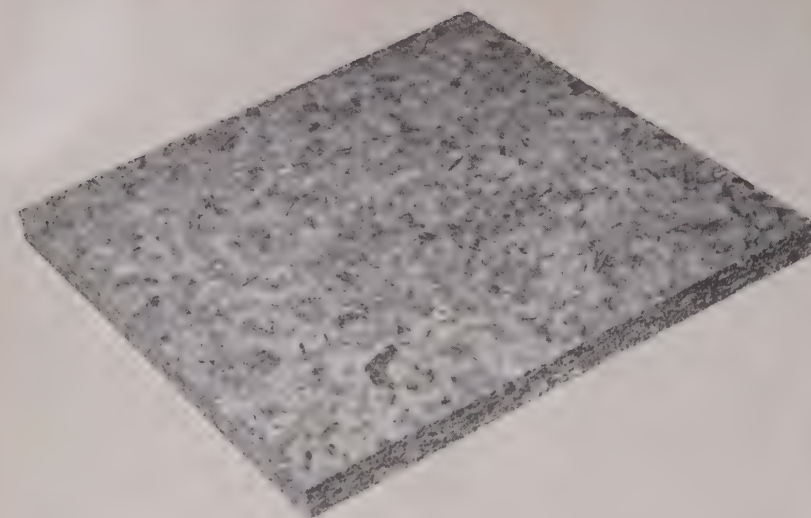
Double weatherstripping of heavy high pile mohair assures positive weathersealing.



glazing



Ador Thermo Door is two doors in one, insulated from each other to control heat transmission and condensation. Threshold and lower door section are shown here. Non-metallic insulation strips are shown in black.



PARTICLE BOARDS can be either plain and utilitarian (large photo) or can be finished to highly decorative surfaces.

What you should know about the new particle boards

What are they? Particle boards are made of wood fibers and chips, bonded under pressure with urea or phenolic resins. Semifinished decorative boards may have chips of fine hardwoods, cotton balls or other materials molded into the face of the board. Urea resins are most commonly used as a binder, although phenolics are being used to make the board nearly waterproof. However, phenolics almost double the cost of the finished board.

What are their chief features? First, they have no grain, and are therefore dimensionally stable and easy to work with conventional woodworking tools—and as there is no grain-raising or checking they are easily painted or stained. Second, because they are a manufactured product, close

quality control can be kept. This means that density and moisture content are constant, and the boards can be made almost perfectly flat. Third, they hold screws well.

Where can they be used? They are being used for sliding and cabinet doors, wall paneling, furniture and partitions. New and promising uses are as floor underlayment and wall sheathing. But before particle boards come into widespread structural use, they need FHA approval. Thus far only local acceptance has been granted by FHA offices in the South.

What do they cost? Less than all but low-grade plywoods. Depending on the types of chips and binders used, between 13¢ and 40¢ a sq. ft. Most of the industry agrees these prices will come down as production increases.



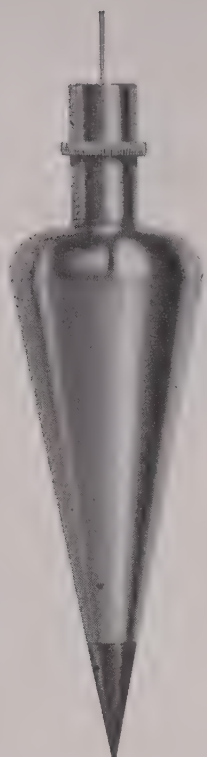
FIRST MANUFACTURING STEP drops wood particles and particles of resin at random onto a moving belt. Almost every species of wood has been used, although pine and fir are most common.



FINAL STEP places mat of chips between aluminum cauls. From here the mat moves to the presses, where ten mats are pressed under heat until the board is compacted. Process takes five minutes.

For notes on their use, see page 200

Courtesy US Plywood and American Cyanamid

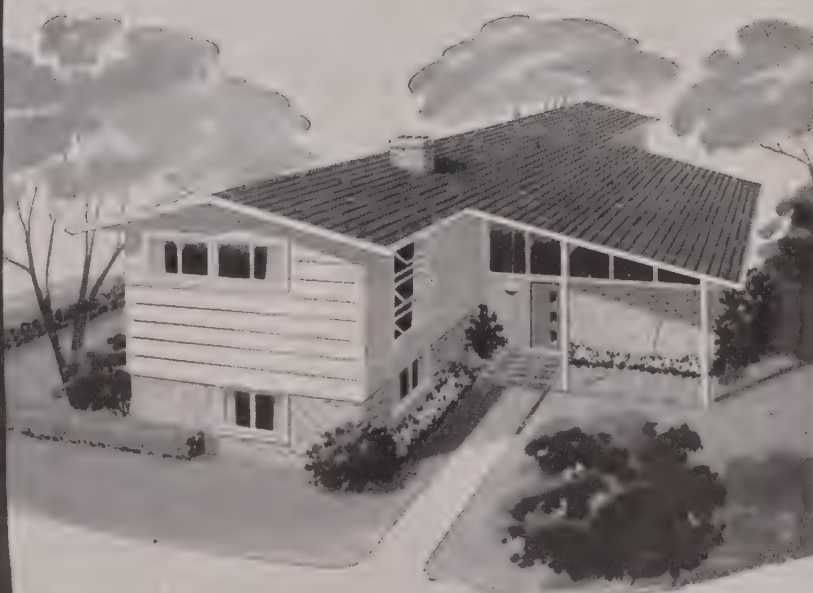


YOU CAN STAKE YOUR REPUTATION ON

PEASE HOMES

There's no better investment for buyer or lender than a Pease Home . . . standard of quality for the home building industry.

Proof is free on request in the 82-page full color "Book of Pease Homes for 1957". Write for your copy.



PEASE HOMES 938 FOREST AVENUE HAMILTON, OHIO

Pre-sold to more than 9½ million readers of the nation's leading home-service magazines

IT'S A SNAP...



TO INSTALL RUSCO WINDOWS

New "snap-in" inside casing makes it easier than ever to install Rusco Anniversary windows. Specially designed casing "snaps" in place after interior plastering is complete. It simplifies plastering around window openings—saves you time and money on every home you build. And it's just one of a dozen big, new advantages you get with Rusco 20th Anniversary windows.

These all-new, all-metal windows have been completely re-designed to save you even more time and labor costs on every installation. They come as complete packaged units all ready to install in minutes. There's no on-the-job glazing,

painting or later adjusting. Rusco windows can also be installed with insulating sash that eliminates the need for storm windows.

Rusco "White Beauty" windows in hot-dipped galvanized steel have a gleaming baked-enamel finish to blend or contrast with any house color. They're also available in natural aluminum, with a soft luster that complements any exterior.

In every way, new Rusco windows make your homes easier to build—easier to sell. Write today for free literature. The F. C. Russell Co., Department 7-HH-67, Cleveland 1, Ohio. In Canada: Toronto 13, Ontario.

RUSCO

The window that brought a new look to building!



Interior designs by John and Earline Brice.

Build in sales-making décor BEGIN WITH A BEAUTIFUL BACKGROUND of plastic wall tile



Delightful background for a child's room . . . wall and ceiling in colorful stripes of plastic wall tile squares made of Styron®. Lustrous square tiles also face the built-in bed. From dainty bedrooms to gleaming kitchens, Styron plastic tile will give your homes distinctive new beauty that *sells* . . . beauty that is as practical as it is decorative. You have more than fifty decorator-styled Styron colors to work with . . . an exciting variety of versatile shapes . . . designs unlimited! Specify plastic wall tile made of Styron . . . the quality of tile, mastic and installation is *dealer guaranteed*. Your certified dealer can help you plan this beauty and easy-care décor that sell homes in any price range. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL1559Q.



IDEA! Play up a divider wall with king-size squares of easy-to-clean Styron plastic tile.

YOU CAN DEPEND ON

DOW

Builder shows three steps to

Lifetime perimeter



1 Place Styrofoam horizontally, next to exterior walls . . .

Wolfe & Gilchrist choose STYROFOAM for finest perimeter insulation

Keith Gilchrist, builder of contemporary homes, reports, "I've found Styrofoam the best ever for perimeter insulation in base-

mentless homes. The way it protects against cold, heat and dampness is really something."

(All photos shown here were taken in Wolfe & Gilchrist's Holly Hill subdivision, northwest of Detroit, Michigan.)



insulation with Styrofoam



2 Apply vapor barrier . . .

STYROFOAM* (a Dow plastic foam) is a new kind of homogeneous insulation introduced by Dow, First in Foam. It resists rot, mold and deterioration. It has no food value—does not attract rodents and vermin.

A plank 9 feet long and 1 by 12 inches weighs less than 22 ounces! It's strong enough to support a commercial vehicle. Won't absorb water—even after a week's immersion only the open surface cells show any sign of moisture.

Here's an economical insulation—clean, easy to handle—available in various lengths, thicknesses. The millions of



3 Pour concrete floor slab . . .

tiny, noninterconnecting cells block out heat and cold. What's more, Styrofoam gives lifetime protection.

PROVED FOR 10 YEARS—Since 1946, Styrofoam has established a consistent record of satisfaction in the field of industrial refrigeration. Here only the best is good enough.

Now that Dow has increased production,¹ Styrofoam is available as comfort insulation. Builders, architects and home owners, too, can profit from its unique combination of properties.

For further information, contact your nearest Styrofoam distributor: CALIFORNIA, Colma: Western Foam Products, Inc. • CALIFORNIA, Los Angeles 13: Pacific Foam Products Company • FLORIDA, Tampa: The Soule Company • GEORGIA, Atlanta 8: Badham Sales Company • ILLINOIS, Chicago 11: The Putnam Organization, Inc. • KANSAS, Kansas City: Styro Products, Inc. • MASSACHUSETTS, Ipswich: Atlantic Foam Products Company • MICHIGAN, Detroit: Par-Foam, Incorporated • MICHIGAN, Midland: Floral Foam Products • MINNESOTA, Minneapolis 8: Edward Sales Corporation • MONTANA, Billings: Madden Construction Supply Company • NEW YORK, Rochester 20: William Summerhays Sons Corp. • NEW YORK, Long Island City 1: Styro Sales Company, Inc. • OHIO, Cincinnati: The Seward Sales Corporation • OHIO, Cleveland 13: Structural Foams, Inc. • PENNSYLVANIA, Plymouth Meeting: G & W H Corson, Incorporated • TEXAS, Houston: The Emerson Company • UTAH, Salt Lake City 10: Utah Lumber Company • WASHINGTON, Seattle 9: Wiley-Bayley Inc. • WISCONSIN, Milwaukee: S & S Sales Corporation • CANADA, Kitchener, Ontario: Durofoam Insulation, Ltd. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan—Plastics Sales Department PL 1744X.

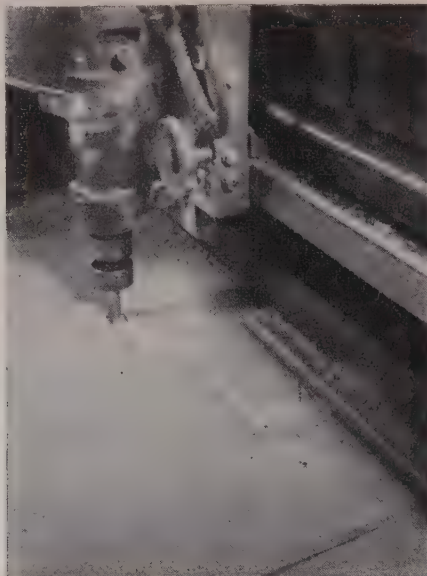
*STYROFOAM IS A REGISTERED TRADEMARK OF THE DOW CHEMICAL COMPANY

YOU CAN DEPEND ON

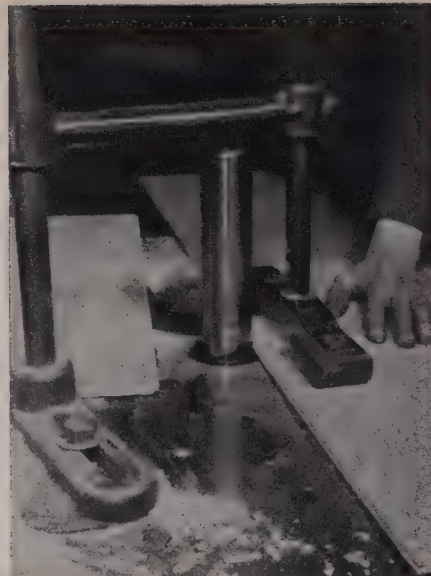




SAWING is easily done with a combination blade. There is no grain, the board lies completely flat and true on the saw table.

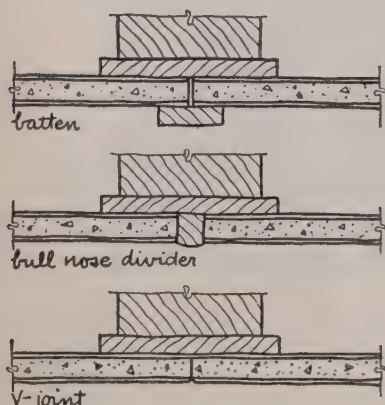


MORTISING with router makes interlocking cabinetwork possible, can also be used to create decorative patterns in the surface.

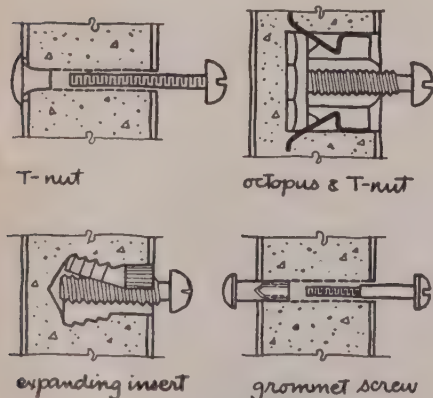


EDGE GROOVING the new particle boards leaves a trim, neat groove without splinters. Joint requires little glue to hold well.

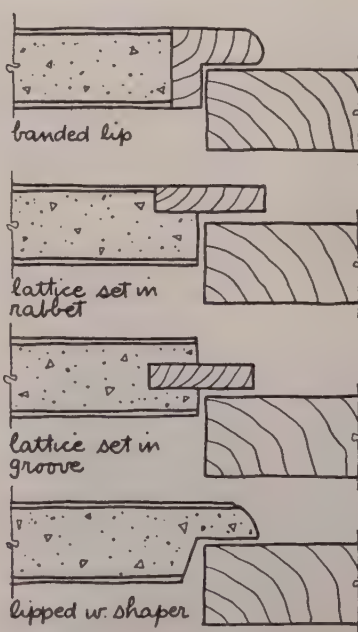
How to use the new particle boards



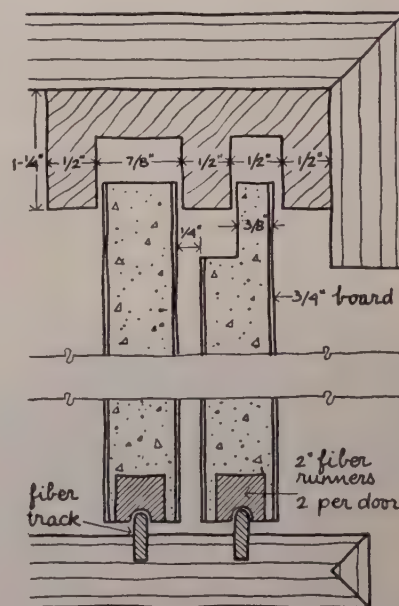
PANEL JOINTS are made easily because board does not shrink. Tight butts, inset strips or battens can be used. Studs must be 16" o.c. for $\frac{3}{8}$ " board. Use 6d finish nails for $\frac{3}{8}$ " board, 8d finish nails for $\frac{3}{4}$ ".



FASTENING DEVICES that can be used with particle board include patented fasteners like those shown above. Direct screwing and nailing has been very successful, especially in boards made of hardwood chips.



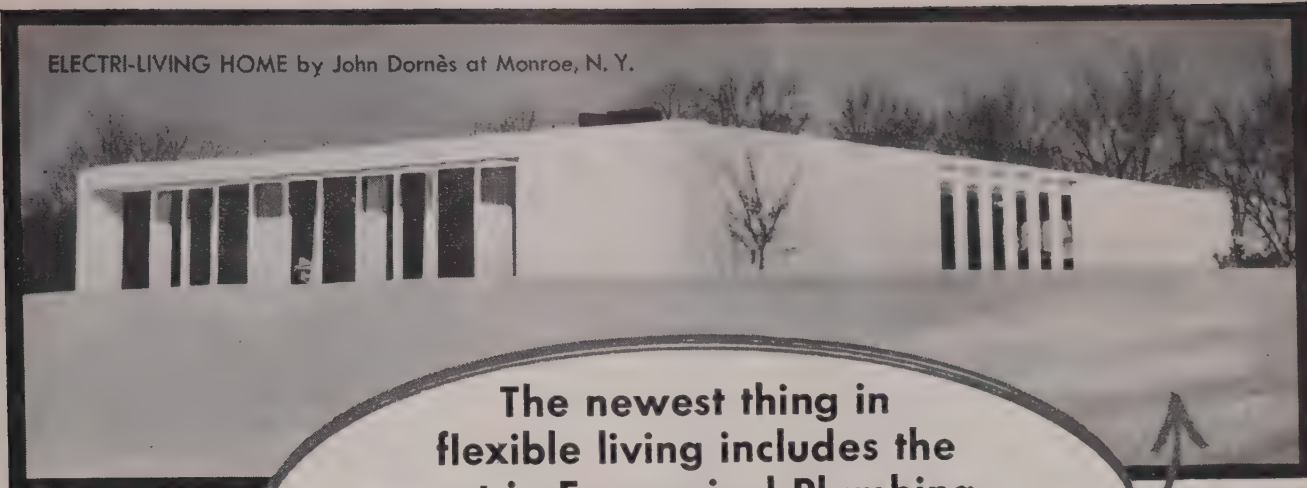
CABINETWORK shown here uses $\frac{3}{4}$ " board with meeting edge finished in four ways. Sliding cabinet doors can be made of $\frac{3}{8}$ " stock; for hinged doors of $\frac{3}{8}$ " stock, Stanley hinge No. 1513 is usually recommended.



SLIDING DOORS should: 1) be edge banded on long edges with wood strips, 2) have hardware and hinges fastened with self-tapping Type A (sheet metal) screws, 3) be finished on both faces of the board.

For list of manufacturers, see page 202

ELECTRI-LIVING HOME by John Dornès at Monroe, N. Y.



The newest thing in
flexible living includes the
newest in Economical Plumbing . . .

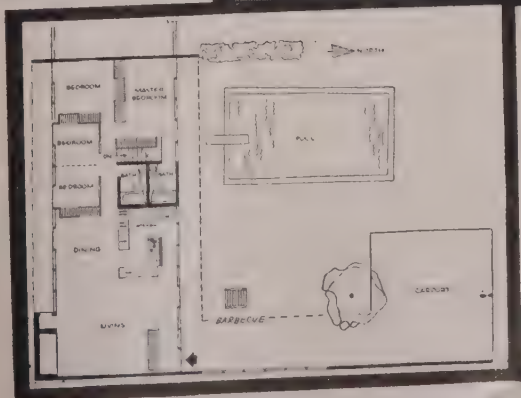
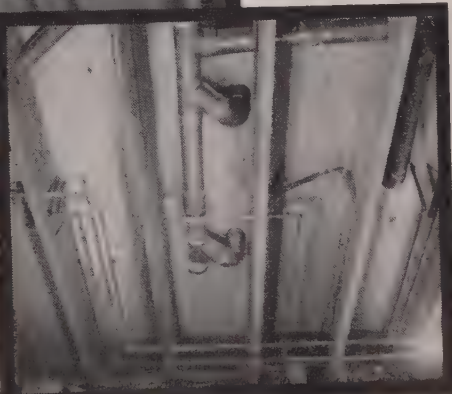
AN ENDURING REVERE ALL-COPPER SYSTEM



**NO WRENCH SPACE
WORRIES HERE**—Note
how easy it is to work
in the tight spots when
Revere Copper Tube
with solder fittings is
used.

**NO WONDER REVERE
COPPER TUBE COSTS
LESS** to install. Imag-
ine all the time it
would have taken to
cut threads and caulk
joints for the lines you
see here.

**160' OF REVERE DWV
Copper Tubing in 1½"
to 3" diameters were
used for drainage and
waste lines, while
240' of Revere Type
"L" Copper Water
Tube, in ½" and 1"
sizes, were used for
hot and cold water
lines . . . an all-
copper system. Instal-
lation was made by
Fred Wilcox, Warwick,
New York.**



**BASIC
FLOOR
PLAN**

This first of a group of homes designed by Mr. Dornès is planned so that by employing movable units and partitions, there can be many variations from the basic plan.

But just as Mr. Dornès demanded flexibility in design so did he demand economy of the plumbing system. Said Mr. Dornès, "While I wanted to use nothing but the best materials I still had to consider the economy angle in order to realize a profit. After considering the advantages of Revere Copper, its ease of installation, the smaller sizes possible in the drainage lines, and its enduring qualities, it simply wouldn't have made good sense not to use it for drainage as well as hot and cold water lines."

The inherent economies of Revere Copper Tube in drainage, waste lines and vent stack service and for hot and cold water lines are also the reasons why more and more architects, builders and contractors also prefer it for radiant panel heating, underground service lines, air conditioning and processing lines.

**SEND TODAY FOR NEW LITERATURE
ON REVERE DWV COPPER DRAINAGE TUBE**

REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

*Mills: Rome, N. Y.; Baltimore, Md.; Chi-
cago, Clinton and Joliet, Ill.; Detroit, Mich.;
Los Angeles and Riverside, Calif.; New
Bedford, Mass.; Brooklyn, N. Y.; Newport,
Ark.; Ft. Calhoun, Neb. Sales offices in
Principal Cities, Distributors Everywhere.*

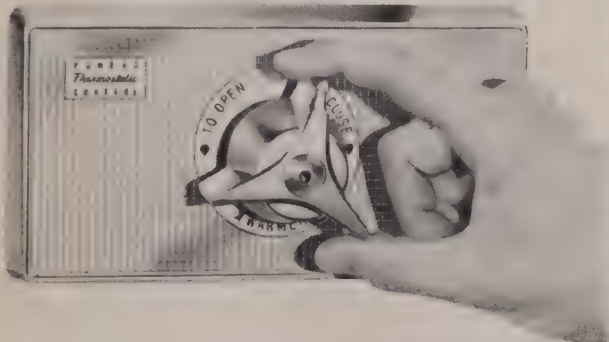




Special HYDROGUARD® Offer

FOR BUILDERS WHO SELL FROM A PROTOTYPE MODEL

Hydroguard, the *thermostatic* tub and shower control, will help you make your home excitingly different... faster selling! Test the selling power of Hydroguard in your prototype model. Get full details by writing to us at the address below.



The Powers Hydroguard is a thermostatic tub and shower control that holds water temperature constant — prevents sudden shots of hot or icy water, regardless of change in the temperature or pressure of the water supply.

Across the nation, home seekers have seen the Hydroguard in model homes sponsored by national shelter magazines, trend-setting architects, and leading home builders. You can cash in on the trend to Hydroguard — write us now for full details.

THE POWERS REGULATOR COMPANY,
Skokie 20, Illinois Dept. 457,

POWERS

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891



Here's a complete, up to date list of particle board manufacturers

The manufacture of particle board is one of the fastest growing branches of the building supply industry. As more types of board are developed and more and more uses found for it in house construction, the business is bound to grow. Already there are 25 companies, 22 of which make up the Particle Board Assn., c/o Jasper Corp., Jasper, Ind. The following list is the first full directory of this new industry:

- | | |
|---|--|
| A. Boise-Payette Lumber Co.
PO Box 200
Boise, Ida. | N. Love Wood Products of Texas
Diball, Tex. |
| B. Broyhill Furniture Factory
Lenoir, N.C. | O. Neall Pressed Products Co.
San Leandro, Calif. |
| C. Carolina Forest Products, Inc.
Wilmington, N.C. | P. New England Industries
120 Wall St.
New York City 5 |
| D. Chipboard Products, Inc.
Grants Pass, Ore. | Q. Poinsett Lumber & Mfg. Co.
Pickens, S.C. |
| E. Columbia Hardboard Co., Inc.
Box 649
Everett, Wash. | R. Rock Island Millwork Co.
2525 4th Ave
Rock Island, Ill. |
| F. Dixie Chipboard Co.
c/o Dean Co.
427 W. Randolph St.
Chicago 6 | S. Swain Industries, Inc.
P.O. Box 206
Seymour, Ind. |
| G. Formica Corp.
3614 Spring Grove Ave.
Cincinnati 32, Ohio | T. Trafalger Mills Limited
New Brunswick, Canada |
| H. Granite Board, Inc.
3 Factory St.
Goffstown, N.H. | U. US Plywood Corp.
55 West 44th St.
New York 36 |
| I. Elmon Gray & Co.
Waverly, Va. | V. Wabash Screen Door Co.
2222 Elm St.
Minneapolis |
| J. Hart Wood Products, Inc.
Box 27
Hart, Mich. | W. Weyerhaeuser Sales Co.
First National Bank Building
St. Paul, Minn. |
| K. Jasper America Corp.
Henderson, Ky. | X. Willamette Fibre & Chipboard, Inc.
P.O. Box 516
Sweet Home, Ore. |
| L. Lane Co.
Alta Vista, Va. | Y. Pope & Talbot, Inc.
P.O. Box 58
Oakridge, Ore. |
| M. Long Bell Div.
International Paper Co.
Long View, Wash. | |



Building News

UNITED STATES PLYWOOD CORPORATION



Cherry V-Plank Paneling—living room, "Weldwood House."

Beautiful Weldwood Paneling draws crowds' praise

Architect Harry Quinn's use of decorative Weldwood Paneling in the fabulous "Weldwood House" in Chicago had the visiting thousands gasping. The paneling is just beautiful! Among the panelings Quinn selected are Cherry V-Plank*, Surfwood®, prefinished Walnut, Nakora*, Sea Swirl®, Birch Plankweld** and Philippine Mahogany. Visitors were amazed at the way wood paneling "works" so well with brick, stone, painted or papered walls.

Kitchen features Micarta that always looks like new, cleans like magic

The ladies stopped short in the kitchen of the "Weldwood House." For good reason, too—Micarta® Unitop®! Micarta, you know, is the Westinghouse plastic that won't scuff, mar, or stain. And Unitop is a Micarta sink top, back splash and no-drip front edge all in one! The Micarta surface will stay bright and beautiful for years. It never needs refinishing and is available in dozens of decorator colors and patterns.

To complete the beautiful kitchen, the "Weldwood House" has cabinets of Weldwood Walnut. They really look more like fine furniture than kitchen cabinets. But they're just as practical and easy to clean as they are beautiful.



Workmen install Surfwood-Duplex roof decking.

Ingenious new panel is roof decking and finished ceiling

One of the outstanding new ideas Harry Quinn has built into the "Weldwood House" is a time-saving, labor-saving ceiling. In the living room picture (left) you can see that the ceiling is open beam type . . . and those handsome panels between beams are rugged-texture Surfwood-Duplex. The $\frac{7}{8}$ " thick panel is fir plywood with a Surfwood face on one side and regular fir face on the other. After the beams are in place, the panels are nailed on, and in one stroke both the finished ceiling and the roof decking are complete! Like the Weldwood Paneled walls, this means that "rough" carpenter work is also "finished" carpenter work.

New ideas like this can mean a saving in labor cost of up to 30%, architect-builder Quinn estimates.

*TRADEMARK

**Reg. and Pat.

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y.

Please send information on Weldwood Prefinished Paneling, Micarta Unitop, new Surfwood-Duplex fir panel.

☐ I would like to see a showing of the movie "Strength, Beauty, Economy . . . Story of the Weldwood House." Please send me necessary information. HH6-57

NAME

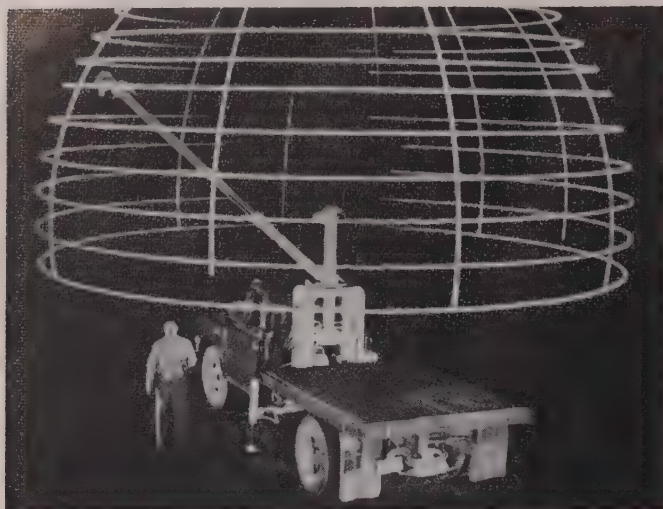
COMPANY

ADDRESS

CITY

STATE

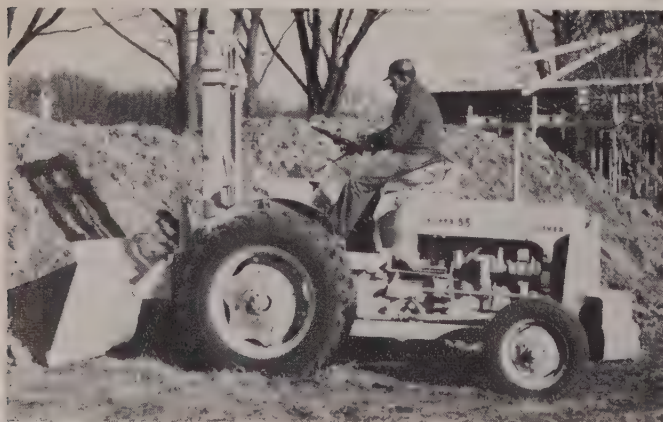
Here are new tools to cut the cost of moving materials



AA. Truck-mounted power loader by Daybrook can pick up anything within a 24' radius. The unit is fully hydraulic, can rotate 360°, will fit any truck chassis, requires only 20" of mounting space. Boom capacity is 4,000 lbs. Price: \$3,270; with remote control, \$4,165, f.o.b. Daybrook Hydraulic Div., Young Spring & Wire Corp., Bowling Green, Ohio.



BB. Bucyrus-Erie H-5 Hydrocrane can lift up to 10 tons and will take a half-yard excavator bucket. It will handle concrete slabs and heavy beams. The boom telescopes from 24' to 36', high-lift boom from 38' to 50'. Also available is a 10' or 20' quick-connect jib for the standard or high-lift boom. Price: \$15,000 to \$16,000 with truck. Bucyrus-Erie, South Milwaukee, Wis.



EE. Sherman power digger, for use with Ford tractors, has an 18' reach at grade, a below-grade reach of 12', and can dig a 15'-8" trench from one tractor position. Loading height is 9'-2" and the arc of swing is 188°. The digger is held in place by four bolts and six pins, can be mounted or dismounted in minutes. Price: under \$8,000. Sherman Products Inc., Royal Oak, Mich.

Have you ever figured how much time and money you spend just moving things from place to place?

Other industries have. As much as 25% of the typical factory payroll is attributable to materials handling. Certainly home building spends as much and probably more.

At the Seventh National Materials Handling Exposition in Philadelphia heavy equipment manufacturers showed their answer to this problem. Most of what they had to show was aimed at other industries than ours, but the five tools on this page seemed to H&H to fit home building's problems and budget. With them you can handle all your supplies in your yard or on the site.



CC. Ottawa Tracto-Lift can lift 7,000 lbs. to a height of 21' and has big tires to make it mobile on rough ground. The unit will lift pallets of masonry or roofing to scaffold positions. Special attachments are made for handling ready mixed concrete, mortar, steel beams, etc. Price: \$9,362 f.o.b. factory. Ottawa Steel Div., L. A. Young Spring & Wire Corp., Ottawa, Kansas.



DD. Oliver Super-55 Fork Lift can be equipped with a dozer blade (as above). Other attachments handle everything encountered on a building site. Big 12-26 tires offer traction for mud, snow or unpaved yards. Lifting capacity is 4,000 lbs. with 8' and 10' mast models. Price: \$3,950 with gas engine, \$4,497 for Diesel, f.o.b. Charles City, Iowa. Oliver Corp., Chicago 6.

New Products continued on p. 208

*An honest statement of fact from a leading
heating and air conditioning manufacturer:*

Price or brand name alone is not enough for customer satisfaction

This warning from Lennox, one of the best-known brand names in the heating and air conditioning industry, may seem strange. But there's a good reason for it. We at Lennox have always felt that our obligation to builders and

homeowners extends beyond just the building of the finest indoor comfort equipment. We feel obligated to make sure that they get *all* the satisfaction our equipment is built to provide. That's why we say:

It takes a local Comfort Craftsman too!

Unlike other home appliances, central heating and air conditioning cannot be just "plugged in." To deliver its maximum benefits, each installation must be custom-engineered. The type of home, the climate, even the family's living habits—all affect the planning of the type of installation.

And *after* the equipment is installed and operating, a meticulous adjustment program must be followed so that the equipment, the ductwork that delivers the warmed or cooled air, and the controls work in harmony to provide the ultimate indoor comfort.

Lennox Comfort Craftsmen have been factory-trained by factory engineers to perform these essential tasks. They are practically the only dealers handling major home equipment who have direct factory connections; all others go through jobbers and distributors.

You, the builder, and the buyer of your home benefit tremendously by this direct relationship. The Lennox dealer, served by a nearby Lennox factory, eliminates the headaches for you. He carefully plans and makes the installation on schedule, assures homeowner satisfaction.

Today, the Lennox team of Comfort Craftsmen number over 5,600—the biggest, best-trained dealer organization in this industry. Scores have been

Lennox dealers for more than a quarter of a century.

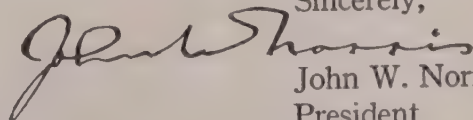
Each dealer is regularly served by a highly-trained Lennox factory engineer who is available to assist him in all phases of his responsibility to the builder and homeowner. A mobile factory service team is constantly available to dealers.

This is the Lennox way of standing behind its products. We know of no other manufacturer who takes such a direct and personal interest in the comfort of your homes. And that is why we say: "Price or brand name alone is not enough. It takes a local Comfort Craftsman, too."

Chances are the most competent and skillful Comfort

Craftsman in your community is a Lennox dealer, served directly by a nearby Lennox factory. Look for his name in the yellow pages of your phone book and call him today. You will be glad you did.

Sincerely,



John W. Norris
President

P. S. This same story is being told to millions of Americans in magazines like Reader's Digest, Parents', House Beautiful. It's consistent advertising like this that is making Lennox heating and air conditioning one of the most wanted quality features in any new home.

Award-Winning
Builders Say:

"Ceramic Tile's Extra



"The money we saved by using mastic applications enabled us to offer prospects extra tile luxury in the bathroom of this model. The ceramic tile floors, walls and ceilings of this bathroom are all set in mastic."

RAYBACK, INC. *William V. Raymond*



Ceramic tile installations are one of the important dividends that Rayback, Inc. and B-H Builders, Inc. offer prospective buyers. Their award-winning homes, featuring these installations, are achieving outstanding sales successes although selling well above the low cost range. That's proof positive that today's average home-buyer is happy to *pay more*—providing he *gets more*.

Ceramic tile has beauty that your prospects can readily see and appreciate. That's "eye" appeal. And tile gives many other "extras" that can't be *seen*: lifetime durability, easy maintenance, and added resale value. These *extra values* provoke action—

Location: Rye, N. Y. Area: about 2,730 sq. ft. under roof. Price: \$35,000. Other "Extra Value" features: open porch at either side of house, 16' side overhangs, four bedrooms, two baths, outdoor dining area sheltered by overhang. Architect: Ulrich Franzen. Award: House & Home.

How adhesive installations
cut your tiling costs:



Use only adhesives bearing this seal—
signifying that they meet minimum performance standards
set by U.S. Department of Commerce.

Mastic bed on dry-wall
cuts down preparation
time and costs.



Tiles are set quickly
and easily
on mastic bed.



Job clean-up time is
held to minimum.



Values help sell our homes!"

"This sunken tub, set in ceramic tile, adds vital sales appeal to our new 'Contemporary Colonial' homes. The adhesive technique made this tub practical, in that it cut our tiling costs to a minimum."

B-H BUILDERS, INC.

Charles D. Blevins



they build "eye" appeal into "buy" appeal! They are the reason for ceramic tile's proven SALESPOWER!

You can cash in on ceramic tile's SALESPOWER, regardless of what type homes you build. New adhesive techniques—enabling contractors to install ceramic tile faster, easier and at lower cost than ever before possible—are putting additional tile installations within the reach of every builder—and every buyer!

Then, too, the new adhesive methods provide many profitable opportunities to tap today's booming remodeling market. For information on this new low-cost method of tile installation, consult your tile contractor.

Location: Allendale, N. J. Area: 2,800 sq. ft. Price: \$36,000. Other "Extra Value" features: two fireplaces, family room, year-round air conditioning, radio-intercommunication system, radio controlled garage doors. Awards: American Builder and House & Home.



The Modern Style is

CERAMIC
tile

TILE COUNCIL OF AMERICA, Inc., 800 Second Avenue, New York 17, New York
Room 933, 727 W. 7th St., Los Angeles 14, Calif. • Room 220, 3409 Oak Lawn Ave., Dallas, Texas

PARTICIPATING COMPANIES: American Encaustic Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Lone Star Ceramics Co. • Monarch Tile Mfg. Inc. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pacific Tile and Porcelain Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Royal Tile Mfg. Co. • Sparta Ceramic Co. • Stylon Corp. • Summitville Tiles, Inc. • Texeramics, Inc. • United States Ceramic Tile Co. • Wenzel Tile Co. • Winburn Tile Mfg. Co.

for further details check numbered coupon p. 256



Residence, White Bear Lake (Saint Paul); Architect: Abbet & Griswold, Minneapolis; Contractor: Kenneth M. Beebe, Saint Paul

WHY A RILCO BEAM?

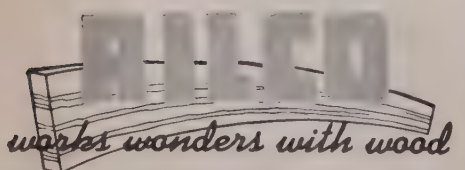
Here's what this architect answered . . .

"Use of the (Rilco) laminated wood beam as a ridge beam (which ran the length of the house) combined the necessary strength with a pleasing finish and texture that was compatible with the large areas of paneled walls and paneled ceilings. It was, of course, free of the checks and cracks that would be found in a natural wood beam of that dimension."

Besides, Rilco laminated beams are available in sizes difficult or impossible to obtain in solid timbers—resist twisting, warping, splitting.

Rilco members offer other advantages . . . besides the warm richness of wood, Rilco beams, arches, decking allow complete design freedom—wide latitude of expression.

Engineered to your specification, Rilco members may be able to help solve a design problem. For more information write

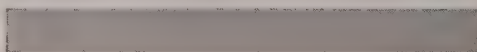


RILCO LAMINATED PRODUCTS, INC.

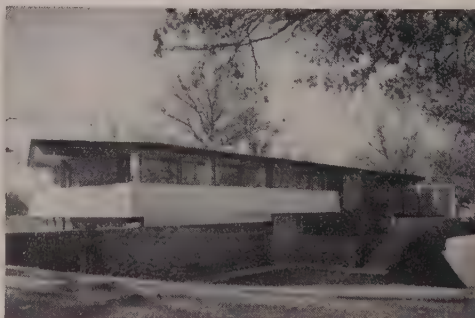
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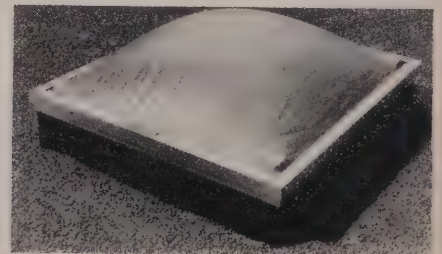


Three glued laminated wood billets:
one 30', one 34', one 36' long



a. Mechanical trowel can cut plastering costs \$85-\$100 per house, according to its manufacturer. Weighing only 6 lbs., the trowel has grips for both hands, looks like an electric fan. Interchangeable blades, both rigid and flexible, screw on and off quickly for finishing all types of plaster coats. The drive shaft is hollow to provide water for spraying the plaster during troweling. As the blades rotate, finger-controlled spray plays on the surface. Besides making the plasterer's work easier, it makes plastering faster and leaves the surface smoother. Mechanical action of the blades results in three to four times as much troweling action in each pass across the surface as with ordinary hand trowels.

Biggest advantage claimed is for finish coating with lime putty. This putty coat can set to ¾ of final set before troweling with the mechanical trowel, reducing to a minimum hairline cracks that develop as putty hardens (and shrinks). The E-Z-On trowel goes to work, using a small amount of water to soften the putty coat so slight depressions can be filled out and hairline cracks filled. E-Z-On Corp., Chicago.



b. New plastic skylight, by Wasco-lite, has a special silver-colored fabric embedded in the acrylite dome which is claimed to cut heat and glare, particularly at midday, and to give balanced light transmission. It also catches early morning and late afternoon light, which would normally be horizontal, and reflects it downward, making a more nearly uniform light curve during the day. According to the manufacturer, the Reflectadome transmits twice as much light as a conventional clear skylight when sun's altitude is 20°. When the sun approaches 90° altitude at noon, heat is filtered out, light is reduced by 60%. Between 8 A.M. and 4 P.M., Reflectadome maintains a light level ratio of 1 to 2. 36" x 36" dome will cost about \$38.50; domes are made in sizes from 20" x 20" to 99" x 119". Wasco Products, Inc., Cambridge 38, Mass.

continued on p. 219



Shure-Set[®]

**anchors furring strips to masonry
—as if by magic!**

Fastening into masonry and concrete is simple with SHURE-SET. Just a few hammer blows and the drive pin is set straight and true. No bend, bounce or buckle. SHURE-SET eliminates the danger and annoyance of concrete nails. No drilling, filling, or plugging as with other fastening methods.

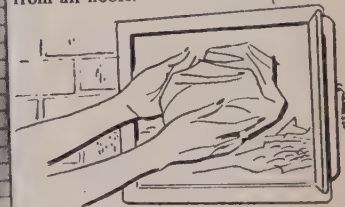
SHURE-SET drives like a nail, holds like an anchor. Does a 15-minute job in 30 seconds! Save your time, temper and money. Get SHURE-SET for every job involving masonry and concrete.

It's worth looking up the SHURE-SET dealer in the yellow pages of your phone book, listed under "TOOLS—RAMSET". Or write for free new catalog.

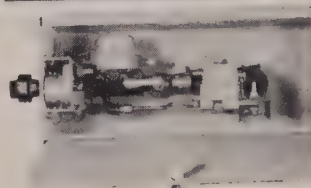


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Flue-fed Incinerator
provides waste disposal
from all floors.



Floor-fed model (fed through fire
door) for industrial-commercial
use. Available also in garden-es-
tate models and prefabricated
steel shell units.



DONLEY Automatic Safety Burner

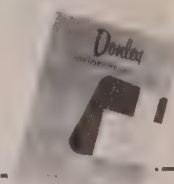
Simplified planning, ease of construction and trouble-free operation are assured when you utilize DONLEY Incinerator Components. They are available in sizes to meet all requirements.

DONLEY Safety Burner with Automatic Timer provides a succession of small fires that prevent excessive draft and destructive heat created by ordinary once-a-day burning of large accumulations.

To aid contractor, complete installation blueprints are furnished with all units.

Sent free upon request, 12-page DONLEY Incinerator Catalog is packed with helpful information, charts, photos and construction drawings. You'll want a copy at your elbow. Write for it today.

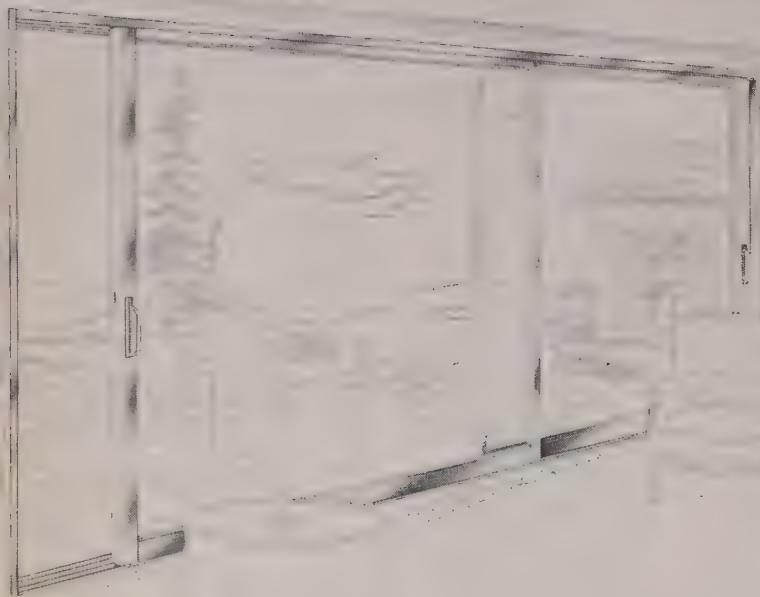
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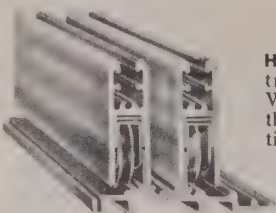
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Doesn't quality *always* make a difference? That's why every builder will want these Vue-Lume exclusives:

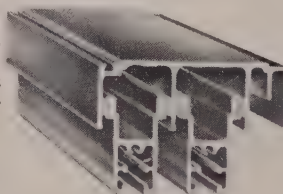
1. Exclusive "No-Trip" flush threshold — tracks only $\frac{1}{8}$ " high. End draining, no weep holes necessary.
2. Exclusive *AP (*All Points) Weatherseal of deep pile mohair at threshold, header, interlocker and jamb. Seals snug as a refrigerator.
3. America's most complete range of standard models. 24 stock sizes. 6'10" and 8' heights in 2, 3, and 4 panel models, with widths up to 24'.

GUARANTEED UNCONDITIONALLY FOR 12 YEARS

THRESHOLD Permanent AP (all points) weather-seal is assured by deep pile mohair, automatically adjusting with rollers.



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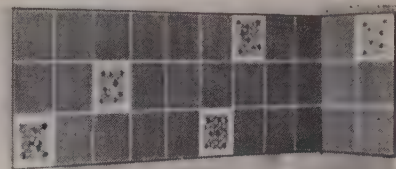
Shower Door Company
OF AMERICA

1 PERMALUME PLACE N.W. ATLANTA 18, GA

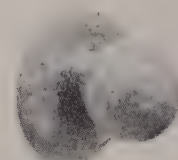
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NEW PRODUCTS

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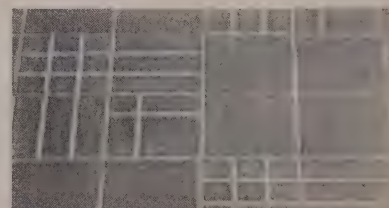
c. New "Jewel" tiles have vari-colored crystals embedded in the surface, can be used at random along a plain tiled wall. Tiles are made by a triple-glaze process in which the crystals in red, blue, green, amber are embedded in a gold back-ground. Sizes are $4\frac{1}{4}$ " x $4\frac{1}{4}$ ", 6" x $4\frac{1}{4}$ ", 6" x 6". Pomona Tile Mfg. Co., Los Angeles 36, Calif.



d. Lucite door knobs have metallic flakes embedded in clear acrylic plastic. You might use them in a bathroom, bedroom or linen closet to add a decorative touch. Knobs are made in two styles—the one shown above and a second with stars scattered among the embedded materials. About \$4.95 for knob and plate. Manufactured by Fluoro Plastics, Inc., Philadelphia, Pa.



e. Robbins' "Pompeiiian" tile makes a vinyl floor look like real marble. Tiles are available with two kinds of surface markings—one is subtle, has tracings of an indefinite pattern; second is a stronger, closer pattern. Color combinations range from near-white to gold and brown tones. Robbins' "Peel n' Stick" dry adhesive backing is used on the tile, which means that no bond, adhesive or solvent is required to install. $\frac{1}{8}$ " gauge in 9" x 9" size. Robbins Floor Products, Inc., Tusculumbia, Ala.



f. Scored tile, like that seen above, is a $4\frac{1}{4}$ " x $4\frac{1}{4}$ " glazed interior tile with straight grooves cut into the surface. Cement grout flows into grooves just as it does into joints around the tile and the effect is of small individual tiles. You can create several designs by combining several scored patterns. Floor above is made with three different designs. Tiles have self-spacing projections so they can be set rapidly. American-Olean Tile Co., Lansdale, Pa.

continued on p. 212

JOHN WOOD

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AUTOMATIC HEATING EQUIPMENT

America's Finest Automatic Heating Equipment for Every Heating Need

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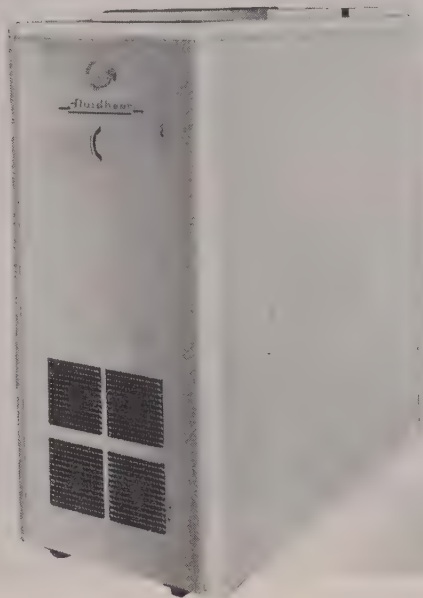
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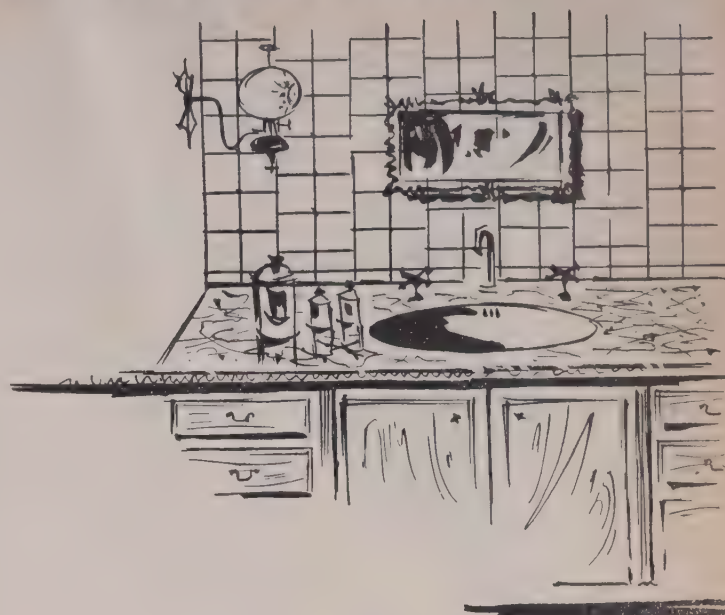
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This bathroom with echoes of victorian elegance enhanced with the beautiful practicality of tile . . .

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For Vikon Tile is metal and ever so light! It needs no elaborate structural support. Heat cannot affect it. And it cuts easily, bends without cracking.

Softly rolled bevels gleam with rich high lights, giving you interesting new visual effects.

And of all the Vikon Metal Tiles there is none quite . . .

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It is a favorite for those who want an outstanding tile that cannot corrode. A special Vikon process sprays on the hard, glossy coating to 0.0012 inch. It is well able to resist abrasion. Ideal where humidity is high, near steam or in salt-laden air.

One square foot weighs only 5 ounces—with mastic only 13 ounces!

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Washington, New Jersey, Dept. H-67

Please send me the complete story on the new Vikon Enameled Aluminum Tiles.

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One Coat



One Painter



One Day



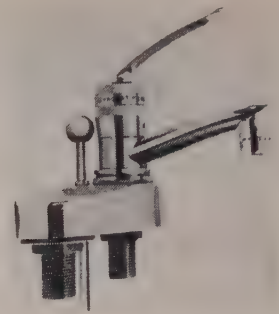
One Wall Finish . . .

ARCO ALKYD RIPPLE TEXTURE

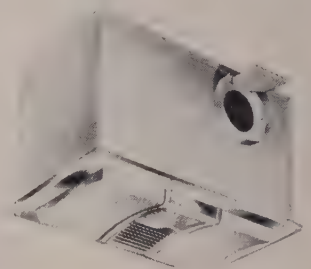
Paul J. Emch, well-known
Rittman, Ohio, builder, reports . . .

"Arco Ripple Texture certainly goes on fast. We've found it takes one of our men only a day to completely paint the interior of a 3-bedroom home. One coat does it, even over taped joints—and we don't have to use a sealer. For economical performance plus pleasing appearance, it's tops."

Why not take a tip from Mr. Emch. Combine beauty with real economy and decorate with Arco Alkyd Ripple Texture Wall Finish in six colors.



g. Single lever faucet varies water volume and temperature with one motion. Model No. 6 series is available with or without pop-up waste and rod control, or with rod control only. Each provides 4" centers, may be top mounted on all lavatory sinks. Gyro Brass Mfg. Corp., Westbury, L.I., N.Y.



h. Combination fan and light for bathrooms has two concave glass diffuser lenses to soften light from the unit's two 60-watt bulbs. Pressure wire springs allow the entire chrome-plate frame to snap out and hang free for cleaning or bulb changing. A 6" pressure blower blade and heavy duty moisture-resistant motor provides ventilation. Unit fits between joists and can be used for either vertical or horizontal exhaust with a 4" round duct. Fan and light can also be connected to separate switches for individual operation. Model BF6L is 8" w. x 14" l. x 7 $\frac{5}{8}$ " h. 175 CFM. Price is about \$37. Berns Air King Corp., Chicago.



i. Bathroom mirror and cabinet separate to let you put in as many elements as you want—either singly or in pairs. Pictured here a three-part wing mirror and a surface cabinet with sliding ribbed glass doors, both of which attach to the wall with screws. Mirror is 36 $\frac{1}{2}$ " w. x 30 $\frac{3}{8}$ " h., 48 $\frac{1}{2}$ " w. x 30 $\frac{3}{8}$ " h., or 60 $\frac{1}{2}$ " w. x 36 $\frac{3}{8}$ " h., sells for \$58, \$71 and \$90. Cabinet in white or four colors is 36 $\frac{3}{8}$ ", 48 $\frac{3}{8}$ ", and 60 $\frac{3}{8}$ " x 10" x 8", costs \$27, \$34, \$43, depending on size. The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio.

continued on p. 214

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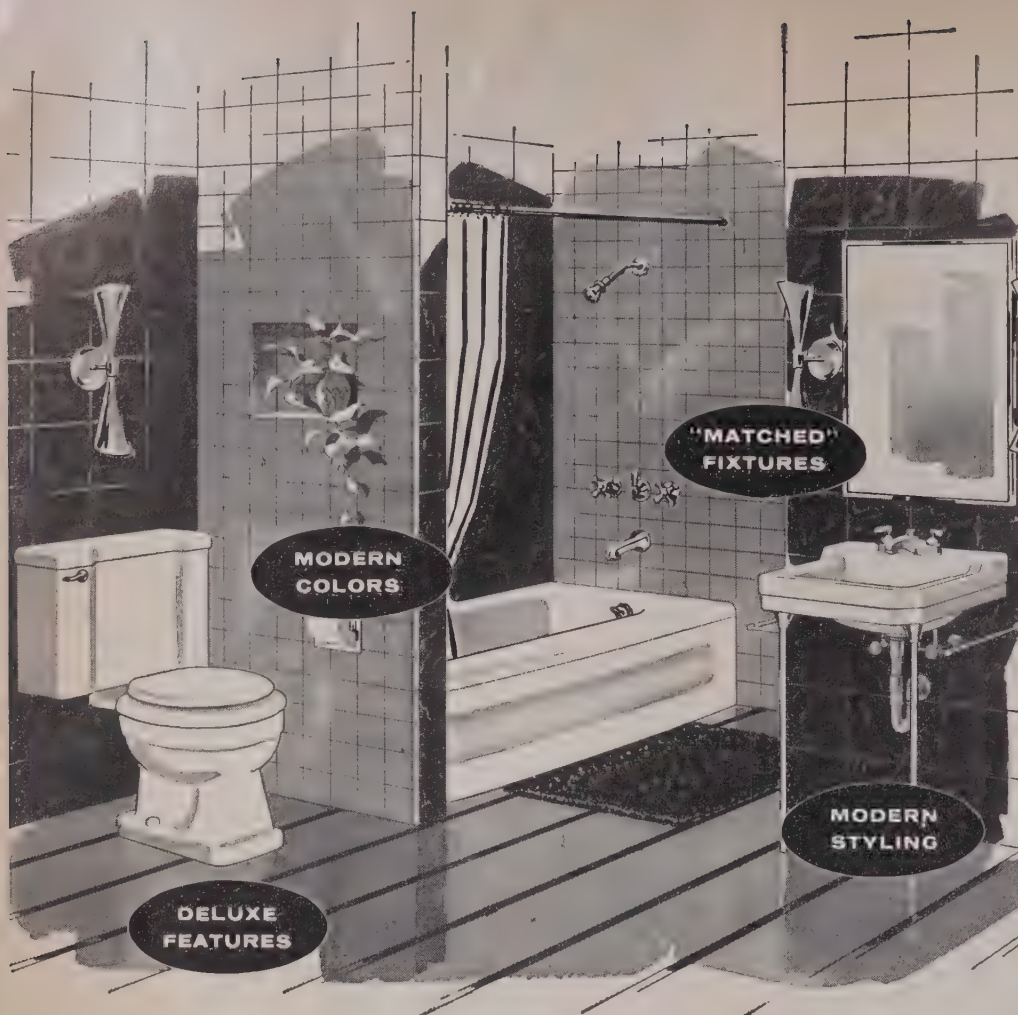
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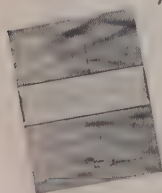
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It costs no more to build the *most wanted* bathroom features into your homes when you install Gerber plumbing fixtures. Their quality meets every standard for excellence, yet they are so moderately priced you can install 1½ baths instead of 1, colored fixtures instead of white, 2 lavatories instead of 1, a full size tub instead of a "miniature." Deluxe features such as reverse trap closets cost no more than most washdown models, and modern Gerber pop-up drains cost no more than most chain and plug styles.

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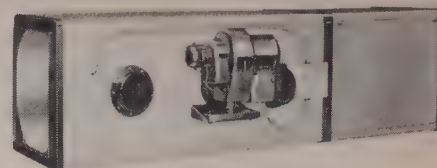
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j. Lennox horizontal furnace, the Starfire Stowaway, has a finned heat exchanger of quick heating steel. Combustion gases are forced through long thin fins and special turbulators force air from return ducts to scrub exchanger fins to pick up maximum heat. Combustion chamber of the furnace is lined with a ceramic fiber—said to be about 1/100 of the weight of a conventional firebrick chamber—which heats quickly on its inner surface to assist complete combustion of oil, cools quickly when burner shuts off and does not reflect heat back to the nozzle to form carbon deposits. Starfire blower section has access door on each side for right or left air travel; burner, controls and flue are mounted on center line of unit so they operate in either position. Model OS5-150 is 89⅞" l., 25⅞" h., 34⅞" w. overall. Lennox Industries, Inc., Marshalltown, Ia.



k. Automatic gas furnace by Cleveland Dornback has heat exchangers finished in porcelain enamel, applied by automatic firing to both sides of the exchangers. Method was originally applied to aircraft engines and combustion chambers that would need to withstand the high temperatures generated, prevent oxidation, and resist burning out. AGA approves the process for use on gas heat exchangers up to a maximum temperature of 1,100°. Exchangers themselves are die stamped of heavy gauge, deep drawing steel, electronically seam-welded to protect against combustion gas leaks. Furnace is also equipped with a special blower and motor to handle air conditioning at a later date. DB Jubilee series units are available in 8 sizes ranging from 60,000 BTU input to 200,000 BTU input. A 100,000 BTU model costs about \$259 f.o.b. Dornback Furnace & Foundry Co., Cleveland 3.



l. Pushbutton thermostat has from two to five button control, dial settings behind a hinged cover. Contoured box comes in a beige finish which can be painted if desired. Subbase attaches to wall easily, wires are connected to clearly marked terminals, and dial face snaps into place. White-Rodgers, St. Louis 6.

continued on p. 218



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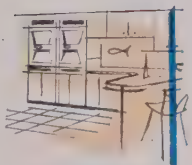
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 Milwaukee 12, Wis., U.S.A.

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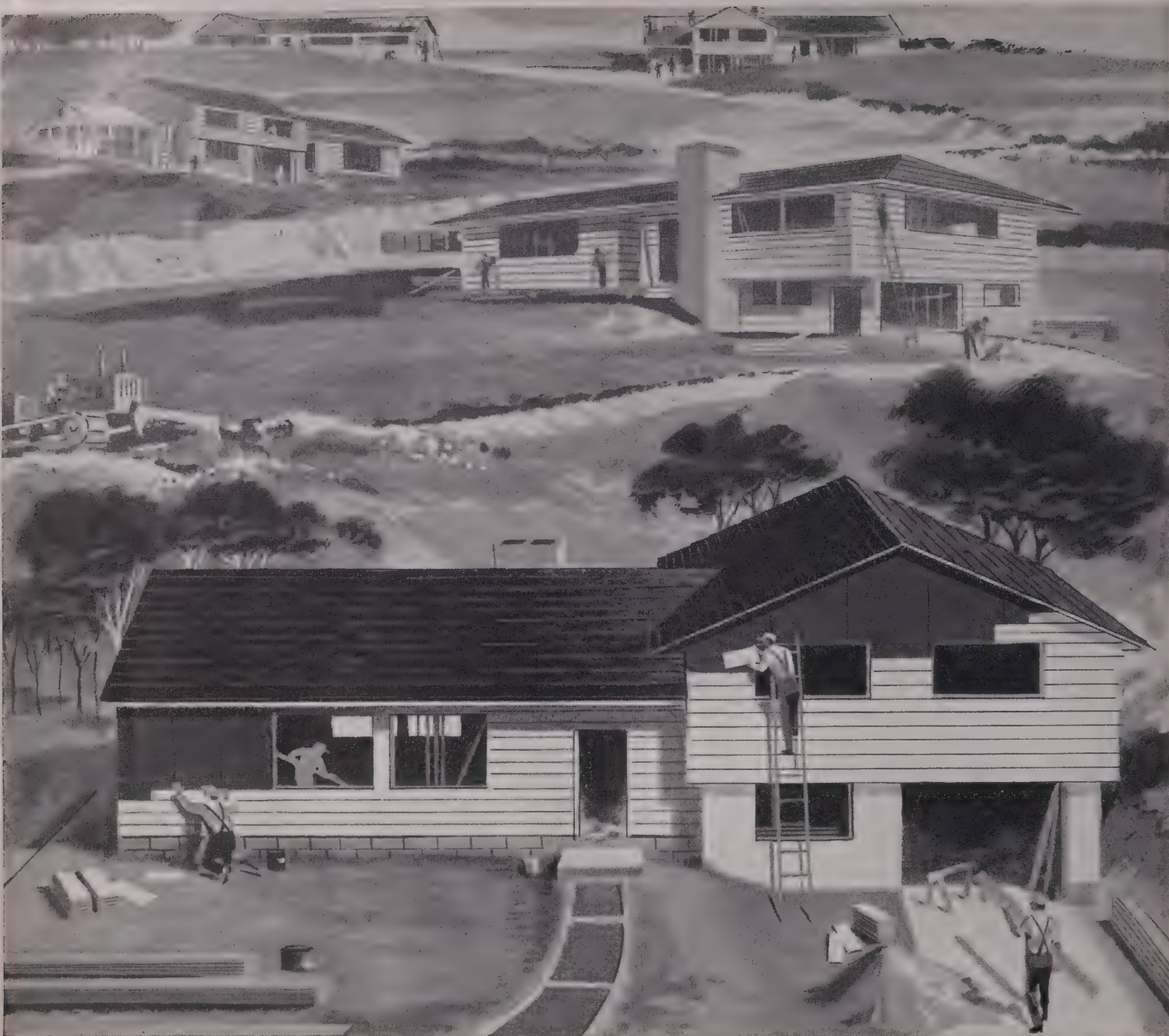


NEW
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NEW
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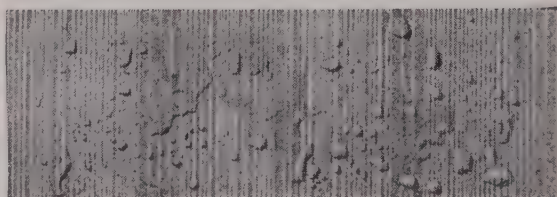
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The permanent
protective overlay for plywood



CreZon overlaid plywood siding gives

EXTRA CONSUMER APPEAL

● Homes with CreZon overlaid plywood siding find a ready market . . . they look better, last longer and slash maintenance costs through the years—important sales features for today's discriminating buyers.

This tough, weather-resistant CreZon surface won't check or blister, holds paint years longer . . . and it saves time and money in construction too!

With lap siding you run fewer courses because CreZon plywood comes in wider widths of 12", 16" and 24". It butts accurately, nails easily without drilling, works cleanly without splintering. CreZon plywood siding speeds work, takes fewer man hours to apply. And you save 19% on trim loss (CreZon siding has a trim loss factor of only 1% compared with the accepted waste figure of 20%).

You save too on paint and painting time because the velvet-smooth CreZon surface has a natural

affinity for paint, takes paint easier, holds it better. And you don't have to waste time preparing the painting surface—no sanding or patching, and some sidings are pre-primed too.

CreZon plywood is opaque; it has no grain pattern. Nor is there any chance of grain rise marring your painted surface.

Find out how CreZon plywood will help you sell more homes with a saving in labor and materials. You can obtain CreZon plywood in sheets for flat siding or pre-cut as lap or bevel siding.

CreZon plywood is available through the leading manufacturers and their distributors listed below. Consult your Yellow Pages for the company nearest you or write Dept. CR, Crown Zellerbach, 343 Sansome Street, San Francisco, California.

DISTRIBUTORS:

Diamond Lumber Company
Tillamook, Oregon
Georgia Pacific Plywood Co.
Olympia, Washington
Edward Hines Lumber Co.
Chicago, Illinois
Mount Baker Plywood, Inc.
Bellingham, Washington

Roseburg Lumber Co.
Roseburg, Oregon

St. Paul and Tacoma Lumber Co.
Tacoma, Washington

United States Plywood Corp.
New York 36, New York

Walton Plywood Co.
Everett, Washington

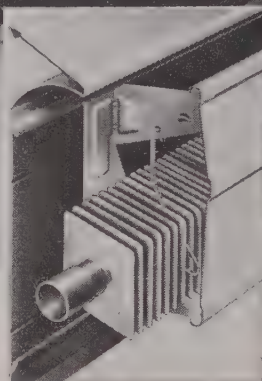
Also available in Canada through:

Canadian Western Lumber Company
New Westminster, B. C.
MacMillan & Bloedel, Ltd.
Vancouver 1, B. C.
Western Plywood Co., Ltd.
Vancouver 15, B. C.

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Air enters at floor line, is warmed by Webster Baseboard heating element, and emerges at top of enclosure. You get high comfort . . . low fuel cost . . . trouble-free equipment with decade-proved Webster Baseboard Heating.



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Give them the decade-proved Webster Tru-Perimeter Forced Hot Water Baseboard Heating — now better than ever and at a new low price . . . improved appearance . . . easy installation. Same high comfort level . . . same low fuel cost. Call your Warren Webster Man, or write for Bulletin C-680.

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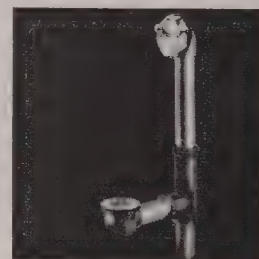
Webster's Finest Product . . . the Warren Webster Man

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HEATING . . . COOLING

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m. Kitchen pulverizer has continuous feed operation, resilient mounting on shredding ring to cut down vibration noises, sealed-in lubricated bearings. Food is shredded to uniformly small particles which are discharged at an even rate. Particles are washed away in cold water with a scouring action. Unit was developed through consultation with sanitation engineers to preserve full benefits of plumbing system—using either sewers or septic tanks. Republic Heater, Huntington Park, Calif.



n. Bath drain adjusts on the job to fit any steel or cast iron tub, 14" to 16" h. Drain has a telescoping tee which lets you vary tube height 2½". Horizontal tube length can vary in or out, too. Adjustment for tub angle is made by an overflow washer, beveled so that it will fit tub angle merely by turning. The soft rubber washer overlaps the overflow casting so that it can't slip out of position during installation. Drain is made of heavy cast brass and tubing is 17-gauge. Gerber Plumbing Fixtures Corp., Chicago.



o. Pneumatic staple-nailer holds about 5,000 staples per load. Impressive capacity is due to the fact that staples are supplied as short, straight wires which are shaped and then driven by machine. The flexible belt of short wires can be coiled into a compact magazine load, and belt is said to be virtually unbreakable. Since stapler has no stick-type magazine protruding from the stapling head, the machine can reach into places inaccessible to some conventional tackers. An air reservoir in pistol grip keeps up operation in cases of temporary loss of air pressure due to a hose kink. Models 32 and 52 are extensions of the standard Swingline air guns. Cost to trade is about \$67.50. Swingline Industrial Corp., L.I. City, N.Y.

continued on p. 220

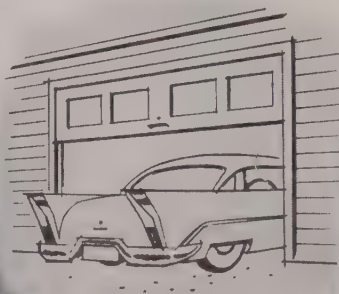
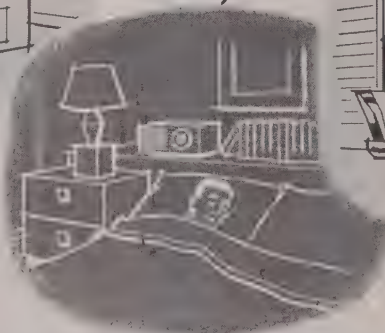
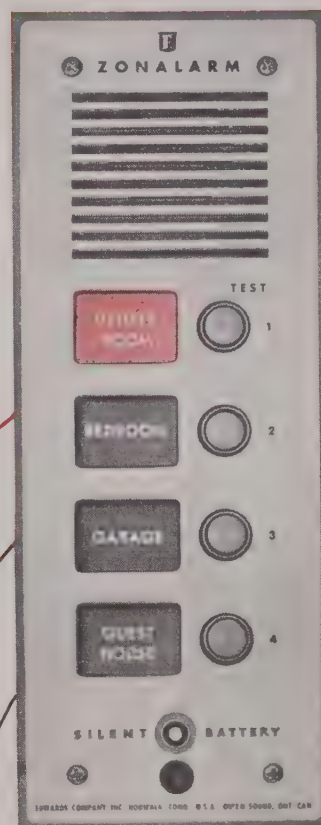
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ZONALARM

Now Edwards introduces the complete fire warning and locating system that enables you to offer home buyers the last word in protection. Zonalarm enables you to promote your homes as safety pacesetters in your area. With Zonalarm, both you and your homes will win plaudits for your contribution to community safety.

Surprisingly low in cost, Zonalarm is a fully automatic fire warning system that not only warns of fire but actually pinpoints its location. Even when homeowners are away, Zonalarm protects. An outside alarm bell or horn may be mounted to summon neighbors as soon as fire is detected. Even when power is off, Zonalarm stands guard, automatically switching to battery operation. And Zonalarm also provides simple push button testing of the entire system. Easy to install, this low-voltage system requires practically no maintenance ...lasts for the lifetime of the house.

If you're a builder who is looking for *the* special sales feature, you'll be anxious to know about the many merchandising assists you can get when you install Zonalarm. For full information see your Edwards distributor or write Dept. HH-6, Edwards Company, Inc., Norwalk, Conn. (In Canada: Edwards of Canada, Ltd., Owen Sound, Ontario.)



EDWARDS

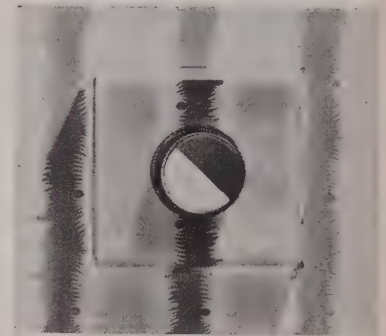
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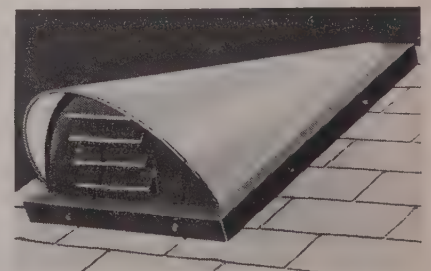
for further details check numbered coupon p. 236



p. Music system and inter-com combines an AM-FM radio with a master station, separate control box for remote stations, three 5" interior speakers and one 4" front door speaker-mike. System can be converted to a 7 or 13 station unit. Optional is a 6" x 9" hi-fi performance speaker. Each station can initiate calls and can be monitored to serve as a master station. Model 676M is an 8 tube AC-DC system, has four dual-purpose tubes to give it 12 tube performance. MusiCall Corp., Los Angeles, Calif.



q. Wall dimmer regulates illumination from full brightness to night-light levels. Dim-A-Lite unit has a round selector dial mounted on a transparent Plexiglas panel about the size of a conventional wall plate. Four insert colors come with each switch or additional inserts can be made from wallpaper or material swatches to blend with wall. A built-in circuit breaker shuts off lights if rated capacity of the circuit is exceeded. Circuit can be turned on again after part of load is removed and selector is reset to the "off" position. Unit costs \$27.95. Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.



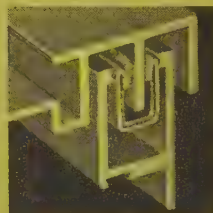
r. Daylite air skylight comes to you as a packaged unit complete with fan and fluorescent light fixture. Plexiglas skylight may be ordered in clear, white, or light gray. GE 8" fan is designed for continuous or intermittent operation. Vented translucent Plexiglas ceiling panel is available for flush ceiling use. Weatherstripped louvers open and close automatically to seal off wind or rain. Unit is pitched so that there is a 12" rise from base to top of skylight, can be used on flat roof or roofs with a 5 and 12 pitch. About \$90 f.o.b. Daylite Engineering Co., Van Nuys, Calif.

continued on p. 22.

**As people judge a car
by the "feel" of its doors...
So is a building often judged
by its sliding glass doors**

To an ever-increasing degree in home and commercial building, *the quality of the sliding glass doors symbolizes the quality of the entire structure.* For this reason, more and more architects and builders are selecting Miller quality sliding glass doors. Visually, a beautiful focal point; structurally, there's durability and quality in every detail. For single and/or dual glazing.

Below: Miller's engineered method of using silicone-treated double seal wool pile provides maximum weather protection in all climates.

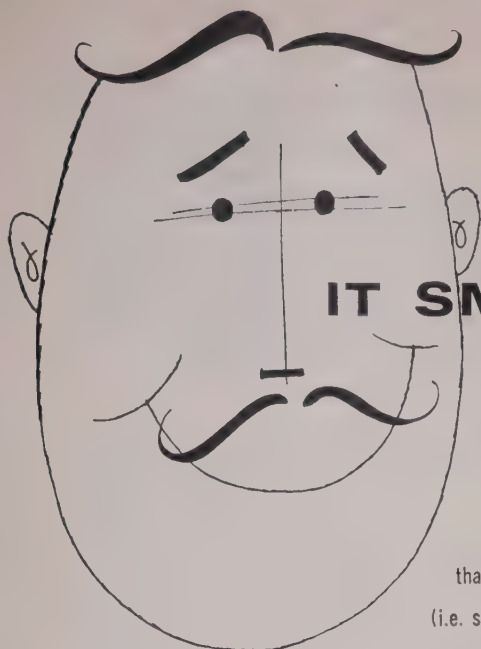


Miller

There's sales sense in Miller sliding glass doors

Write for literature and Dealer's name
for the 3 complete lines in aluminum and steel.

Frank B. Miller Mfg. Co., Inc.
3216 Valhalla Dr., Burbank, Calif.



IT SMELLS, BUT GOOD

Sales experts the world over state flatly that "the number of senses (i.e. smell, taste, feel, sight) and emotions involved in a sales presentation is directly proportional to the percentage of completed sales."

Don't you think you should consider lining the closets of your new and old homes with Super Cedar for that extra sales appeal?

GEO. C.
BROWN
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**Super
Cedar**
CLOSET LINING
GREENSBORO, N. C.

RESEARCH DATA RELEASED BY DUR-O-WAL

Independent Study Now Available to Industry

In an effort to obtain pertinent information as to how joint reinforcing actually affects the strength of masonry construction, Dur-O-wal sponsored a program of research carried on by the Research Foundation of the University of Toledo in 1956.

A total of 39 walls, 9'-4" x 4' were built and tested. More than two dozen tension tests were made on plain and deformed wires; 80 pull-out tests were made to determine bond characteristics.

Guide for Comparison

Three points of importance in comparing quality —

1. Weight of material
 - a. Comparison of actual weight per 1000 lineal feet.
 - b. Flexural strength in relation to weight of steel in wall.
2. Deformation
 - a. Report of tests

3. Mortar Locks
 - a. Report of comparative tests

You are invited to send for your copy of the research findings to learn how this truss design member provides superior lateral and horizontal reinforcing.

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More than 8,000 dealers stock Dur-O-wal, which is distributed in key markets throughout the United States. It is readily available in your area now.

Dur-O-wal is manufactured by the Dur-O-wal Division, Cedar Rapids Block Company, Cedar Rapids, Iowa; Dur-O-wal Products, Inc., Box 628, Syracuse, N.Y.; Dur-O-wal of Illinois, 119 N. River Street, Aurora, Illinois; Dur-O-wal Products of Alabama, Inc., Box 5446, Birmingham, Alabama; Dur-O-wal Products, Inc., 4500 E. Lombard St., Baltimore, Md.; Dur-O-wal Div., Frontier Mfg. Co., Box 49, Phoenix, Ariz.; and Dur-O-wal, Inc., 165 Utah St., Toledo, Ohio.

Advertisement



Tough test for tough plywood

It's phenolic-resin bonded... for longer life*

Immersing this plywood in boiling water brings you this important proof: even the severest moisture conditions can't affect phenolic-resin bonding! This adhesive outlasts the wood!

That's why phenolic resin is used by well-known plywood manufacturers belonging to the Douglas Fir Plywood Association. Under all weather conditions, phenolic resin keeps the plies together; makes plywood one of the most practical exterior building materials... and one of the most economical.

The trademark of the Douglas Fir Plywood Association tells the difference. It's burned into the edge of every panel and guarantees 100% moisture-proof phenolic-resin bonding. THE DOW CHEMICAL COMPANY, Midland, Michigan.

**The Dow Chemical Company is a leading producer of phenol as used by plywood adhesive manufacturers.*

EXT-DFPA

To get the best, look for this trademark whenever you order, buy or specify plywood

YOU CAN DEPEND ON

DOW

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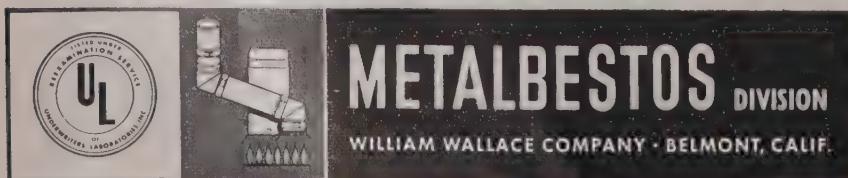
the MARK
of a smart
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NEW SAFETY SYSTEM SEAL SAYS "SAFE, MODERN GAS VENT"

It means that the complete gas vent has been designed and installed in accordance with the Metalbestos "Safety System." This new System is based on an established, field-proven scientific principle governing vent design and installation procedure.

Attached to your installation, this seal advertises to building inspectors and home buyers that you have built permanently safe, efficient gas venting into your homes.

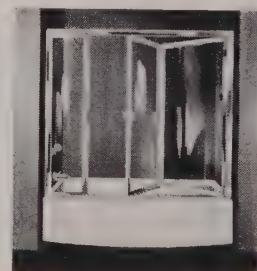
For complete information on the new Metalbestos "Safety System," write Dept. D-6.



STOCKED BY PRINCIPAL JOBBERS IN MAJOR CITIES. FACTORY WAREHOUSES IN AKRON, ATLANTA, DALLAS, NEWARK, DES MOINES, CHICAGO, NEW ORLEANS, LOS ANGELES



s. Oil-fired air conditioner gives heating and cooling from one unit. Cooling cycle of new Servel "Sun Valley" provides refrigeration without moving parts. With a delivered capacity of 96,000 BTU's per hour, it is said to use about 1/2 gal. of heating oil per hour to produce the cooling effect of 3 tons of refrigeration. When equipment is on heating cycle, burner requires about 9/10 gal. of oil per hour for a delivered heating capacity of 96,000 BTU's. Photo above shows side panels removed to reveal accessibility of controls, blower, filter. Single air-atomizing oil burner is used for both heating and cooling. Model stows in 12 sq. ft. of space. Servel Inc., Evansville 20, Ind.



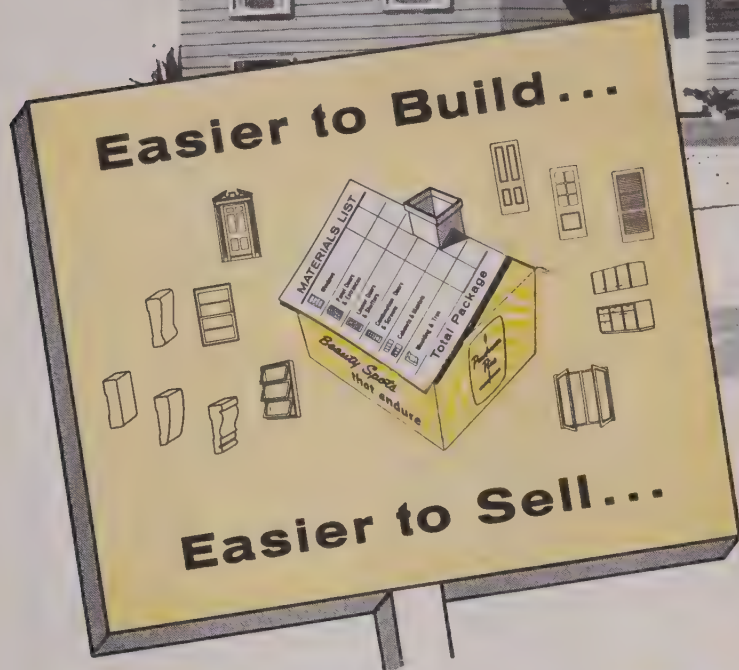
t. Tub enclosure of handsome new safety glass has a chrome-plated brass frame and full-length, heavy piano hinges. Safety latch keeps door closed firmly but opens to a push at any point on the door. Glass finishes are clear, opal and tinted colors are available at extra cost. Prices begin at about \$75, depending upon installation range up to \$300 or \$400. Keystone Shower Door Co., Southampton, Pa.



u. Per-Fit "300" slider window has removable sash that a housewife can take out in seconds, wash like a dish. Aluminum frames don't require paint or putty, won't warp, rust or swell. Zinc cover plates, tracks are removable for cleaning. Other features are reusable vinyl plastic glazing material and nylon pressure buttons in head rail which are actuated by stainless steel springs to hold sash firmly against wind pressure. 4' x 3' window sells to trade for about \$22.50 f.o.b., comes glazed. Per-Fit Products Div., Spickelmier Co., Indianapolis 5, Ind.

continued on p. 224

1957 MODEL HOMES...



when you use the

Ponderosa Pine **WOODWORK** Package

Using Ponderosa Pine Woodwork means easier sales because you build more value into your homes. Ponderosa Pine windows, doors, cabinets, specialty items and trim are all available quickly through your lumber dealer as you need them. You can install, fit and finish these Ponderosa Pine Package items right on the job site . . . to your customer's tastes.

Your customers are learning about Ponderosa Pine Windows in National Advertising which stresses these advantages.

1. Beauty and style for any taste.
2. Weather-tightness to keep out heat, dust and cold.
3. Natural insulation to keep unwanted condensation from forming on frame.
4. Easy to operate . . . well-balanced . . . preservative treated.
5. Easy to finish . . . inside or out . . . paint, stain or wax.
6. Won't rust, corrode, or be affected by acid fumes.

Only wood windows can give your customers all these benefits . . . So, this year build with confidence—build with Ponderosa Pine Woodwork.

Ask your Lumber Dealer about the Ponderosa Pine Woodwork Package for builders.

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An Association of Western Pine producers and Woodwork manufacturers

BEST BUILDER'S GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on the windows you install is your customer's assurance that they conform to U. S. Department of Commerce Commercial Standards and are:

- Correct in design
- Properly constructed
- Made from carefully selected kiln dried lumber
- Preservative treated
- Properly balanced
- Efficiently weather-stripped



HOME BUILDERS' SEWAGE TREATMENT GUIDE

If you run off sewage into this type of waterway



health authorities require this type of treatment

PRIMARY TREATMENT
(35% B.O.D. Reduction)

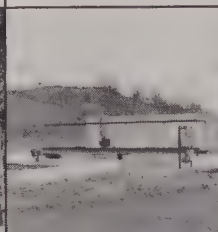
INTERMEDIATE TREATMENT
(70%-75% B.O.D. Reduction)

COMPLETE TREATMENT
(80%-95% B.O.D. Reduction)

consulting engineers recommend this type of treatment system



SPIRAGESTER



CAVITATOR



TRICKLING FILTER



HI-CONE AERATORS

relative operating cost will be

LOW

HIGH

MEDIUM

HIGHEST

relative first cost of the complete system will be

LOW

LOW

HIGH

MEDIUM

the advantages of each type are

- Economy
- High Settleeable Solids Removal

- Economy
- Relatively Clear, Odorless Effluent

- Reliable Performance and Simple Operation

- Highest Degree of Treatment
- Rugged Construction

Yeomans will gladly work with your engineer on your sewage treatment problems.

YEOMANS

Manufacturers of: pumps for drainage • sewage • condensation return • water supply and circulation • equipment for treatment of domestic and industrial wastes.

Please send information on sewage treatment systems for the following number of homes _____. My consulting engineer is

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(city)

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2003-8 N. Ruby St., Melrose Park, Illinois

name _____

company _____

street _____

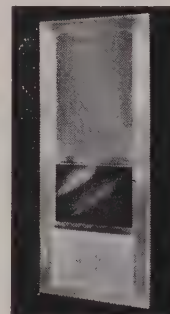
city _____ zone _____ state _____

NEW PRODUCTS

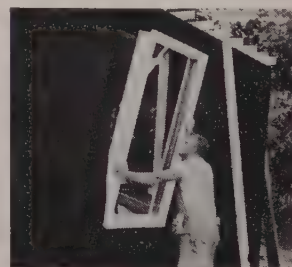
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v. Circular kitchen island revolves like a lazy Susan. Work surface is 64" in diameter. Two cabinet levels are separated by a cylindrical center pillar. Bottom cabinets include standard quarter-round or curved front bases, divided tray and other storage cabinets and open shelves. Stainless-steel surface top holds a built-in mixer-blender-knife sharpener and four electric range drop-ins with controls on upper storage unit. This section is a glass-enclosed cabinet for tinned goods, herbs. Center pillar can hold cook books. Electric range and lighting power is furnished by 110 v. and 220 v. current picked up from collector rings on the fixed center column. Coppes, Inc., Napanee, Ind.



w. Aluminum storm door is as handsome inside as out. Door is 1" thick (1 1/8" with expander) is a wide 3" frame style. Fully weatherstripped Z-bar gives protection against drafts. New knob latch designed by Dexter Hardware is of pressure-cast aluminum and is available in locking knob. Sash or screen slip in or out easily; light is glazed in vinyl plastic panel and is easy to replace. A recessed stabilizer insures correct tension. About \$49.95. Season-All Sales Corp., Pittsburgh, Pa.



x. R.O.W. wood windows have removable sash so that one man can handle and install the frame. Company says frames can often be installed from inside the house. A Lif-T-Lox window balance holds sash firmly in all positions, but does not inhibit easy operation. Balance does not interfere with sash removal or replacement since it is not attached to sash. Windows are treated to prevent warping, insect damage and rotting. Gliding, awning or double-hung, all have removable sash. R.O.W. Sales Co., Ferndale 20, Mich.

continued on p. 226

REYNOLDS ALUMINUM

Announces a New Superior Cellular Reflective Insulation



INSULFOIL

T.M.

New INSULFOIL provides up to four reflective-faced air spaces...with unique centerpost construction to insure maximum efficiency always! Available in 16" and 24" widths.

Reynolds, a pioneer in the use of aluminum foil for insulation, now presents a new development in cellular insulation...INSULFOIL! INSULFOIL is the first to offer centerpost construction. The greater rigidity which this provides makes INSULFOIL "fold out" more precisely in installation...makes it hold in position more firmly. The result is a faster and better job which insulates the *complete* stud opening. And this one low-cost type meets almost all ceiling needs!

INSULFOIL provides many other advantages in controlling heat. The aluminum foil surfaces, wher-

ever facing an air space, reflect up to 95% of all radiant heat reaching them. The cell walls effectively reduce convection currents. The dead air of the cells interposes one of the most effective barriers to conducted heat. And the aluminum foil itself provides the best possible vapor barrier.

You can make a home-selling feature of INSULFOIL—with the sales power of the Reynolds name, one of the great names in the building industry. Call your nearest Reynolds office. Or mail coupon for full details. **Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.

MAIL THIS COUPON FOR FREE BROCHURE

Just published, it gives full description and complete technical performance data on new REYNOLDS INSULFOIL.

Reynolds Metals Co., Building Products Division,
Louisville 1, Kentucky.

Please send me your free INSULFOIL brochure.

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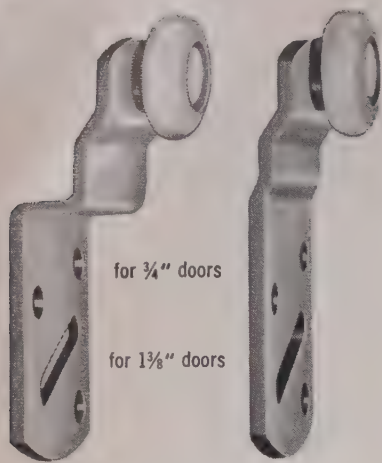
Address

City State

See "CIRCUS BOY", Reynolds dramatic adventure series, Sundays, NBC-TV Network.

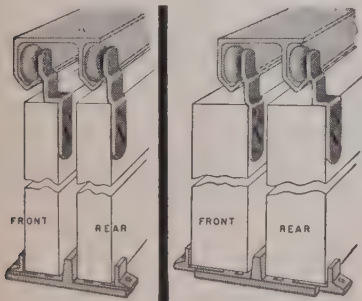
NEW PRODUCTS

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NEW—McKinney Budget Priced Sliding Door Hardware

This new line by McKinney is low in initial cost, economical to install, and assures years of efficient service. For doors weighing less than 50 pounds with 4', 5', 6' or 8' openings. Single piece reversible hangers fit doors $\frac{3}{4}$ " and $1\frac{3}{8}$ " thick. Built-in vertical adjustment.



In complete sets including nylon rollers, choice of Aluminum (Set #1080) or Zinc plated Steel track (Set #1180), two pairs of heavy gauge hangers and adjustable nylon floor guide. Backed by McKinney's 90-year reputation. Write for illustrated literature.

For added quality—McKinney Sliding Door Hardware with adjustable hangers. Fits all doors $\frac{3}{4}$ " to $1\frac{3}{8}$ " thick. Vertical and horizontal adjustment. In complete sets with choice of track.



y. Automatic water softener by White is styled like a kitchen appliance to take its place with other major equipment. 36" x 24" enamel and porcelain cabinet is shipped from factory completely assembled, tested and ready to install. Regenerating cycle occurs once a week, but setting can be adjusted to regenerate as often as necessary to assure a steady supply of soft water. Both softener and salt storage tank are glass-lined. Softener tank has a cork impregnated "antisweat" coating which is sprayed on. Upper distributor can be removed, cleaned and replaced in a few minutes. Lower distributor is made of corrosion resistant plastic. White Products Corp., Middleville, Mich.



z. Executive Thinline tape rule is $\frac{1}{4}$ " wide, comes in both 6' and 8' lengths. Lightweight rule has a chrome-on-steel case about the size of a silver dollar. Markings are black on a white steel blade. 6' length sells for \$1.50; 8' length costs \$1.75. Replacement blades cost 60¢ and 75¢. Luftkin Rule Co., Saginaw, Mich.



aa. Prefabbed screen house lets you add extra footage to your houses and gives your buyers an outdoor room. In sizes ranging from 9' x 12' to 12' x 18', house is pre-cut to size, pre-drilled and ready to assemble. All-weather aluminum roof is supported by heavy-duty posts and is claimed to be strong enough to take high winds or heavy snowloads. Fine mesh aluminum screen panels are complete units, and are easy to remove or set in place. Panel frames are fluted for extra strength. House is aluminum, steel roof supports are galvanized, Bonderized and finished in baked-on white enamel. 9' x 12' size, about \$525; 12' x 18', \$799. Grand Sheet Metal Products, Melrose Park, Ill.

Publications on p. 228

designed especially
for your custom
built-in barbecue
grill installations



Majestic BARBECUE GRILL UNITS

...ideal even in
counter tops!

A real charcoal-fired grill that builds in with ease in wood or metal cabinets or masonry construction, as you prefer, in

- ✓ RANCH KITCHEN
- ✓ RECREATION ROOM
- ✓ PATIO

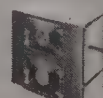
Now, at last, a really deluxe quality barbecue grill, specifically designed to answer every need of modern architects and builders. Stainless steel top, velvet black and gold metal front, accented with chrome, add real beauty to any setting. Installs like a built-in range, or can be used as a portable unit. Attractive front handle elevates or lowers firebox.

Write TODAY for details —

Other popular units



OF-38



OF-38-S
OF-48-S



OF-48

The **Majestic** Co., Inc.
413-C Erie St., Huntington, Indiana



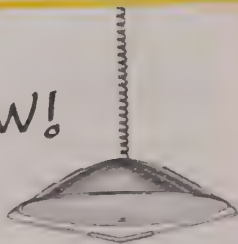
Just Out... And Terrific!

NEW!



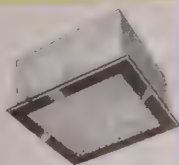
Traditional fixtures, to cash in on the trend back to traditional homes.

NEW!



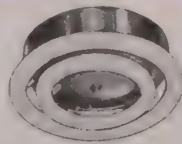
Pulldown fixtures in smart, new, modern, contemporary and traditional styles.

NEW!



"Internally" prewired recessed boxes that will be the talk of the industry!

NEW!



Circline fixtures in white or chromium finishes, at competitive prices.

Virden's New Residential Fixture Catalog!

It's brand new — from cover to cover! 36 pages, over 162 different styles of Virden fixtures, each beautifully illustrated in full color. There are new pulldowns, new traditional models, dozens of smart designs to make your new houses sparkle . . . and sell quicker!

Your Virden distributor has the new 1957 catalog now. If you have not received your copy, fill in the margin below this ad. Mail it to John C. Virden Co., Dept. HH-657, 6103 Longfellow Avenue, Cleveland 3, Ohio.



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640. Virectex VEF Fabrics. L. E. Carpenter & Co., Inc., Dept. HH, Empire State Bldg., New York City 1.

Reference file bound with flexible plastic rings shown actual color samples of patterns with names and numbers for identification. Instructions for applying the wall covering are included.

641. Majestic Imperial Furnaces. Majestic Deluxe Furnaces. The Majestic Co., Dept. HH, Huntington, Ind. Two booklets, 8 pp. each.

642. Arkansas Soft Pine Paneling. Arkansas Soft Pine Bureau, Dept. HH, Boyle Bldg., Little Rock, Ark.

This big binder book includes actual samples of the paneling with specified finishes developed with Du Pont. Six patterns are shown here, finishing and installation instructions are given. For more information, write Bureau.

643. Leviton Electrical Wiring Devices. Leviton Mfg. Co., Dept. HH, Brooklyn 22, N.Y. Catalogue.

Electrical wiring devices for residential, commercial and industrial use. Each item is described with general dimensions, material, color and variations available. Wiring diagrams and sketches help show use.

644. Pierceway Multiple Outlet Wiring Systems Catalogue. A. H. Massey, Inc., Dept. HH, 111 Third St., Derby, Conn.

Pierceway system is composed of durable plastic ducts, carrying 2-wire or 3-wire per section, with outlet connections for conventional, polarized, twist-lock or NEMA receptacles. Listed are 68 different types of feed units, outlet sections and special fixtures for a variety of wiring layouts.

645. Prescolite Lighting Fixtures. Prescolite Mfg. Corp., Dept. HH, 2229 Fourth St., Berkeley, Calif. 32 pp.

Full line of residential and commercial fixtures are shown, plus a page of typical installations. Units include recessed and surface fixtures, plus portable and pin-up lamps.

646. Plywood Wall Paneling. Georgia-Pacific Corp., Dept. HH, Box 645, Portland 7, Ore. 20 pp.

Room settings show birch, walnut, cherry, oak, ripplewood paneling. Savannah oak or birch paneling clips together. A packaged kit includes 96 sq. ft. of prefinished, random-width panels, clips, and grooved furring strips to cover a wall 8 x 12'. Chart in the back gives prices, sizes.

647. Operative Remodeling. US Gypsum Co., Dept. HH, Chicago, Ill.

Book is beamed at showing the builder who has been constructing new houses and now needs to widen his base of operation how to stay active in a competitive market. Step-by-step outline tells the elements of remodeling, points out pitfalls and good

continued on p. 230

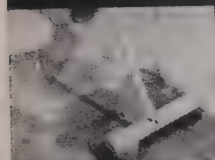
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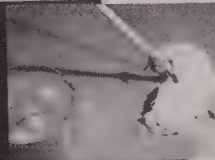
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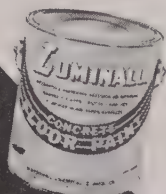
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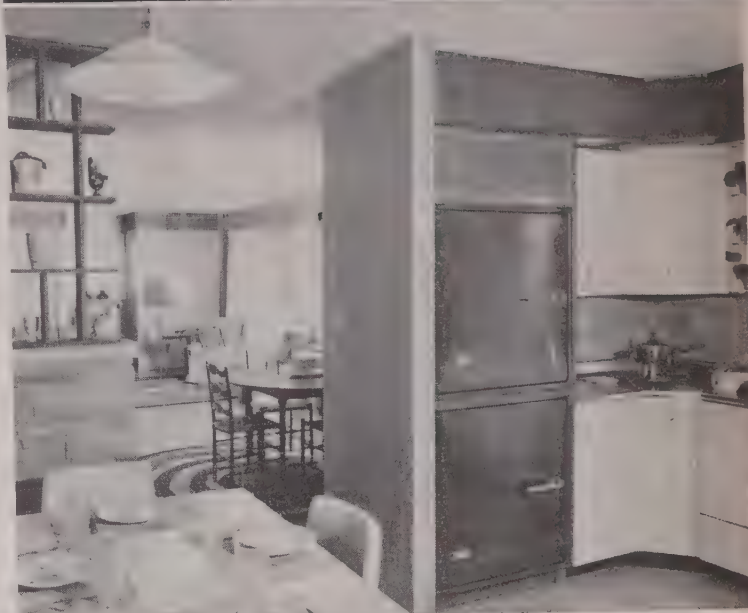
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| <input type="checkbox"/> Models | 8.4 moist-cold refrigerator—5.7 freezer—8.1 ice maker refrigerator. |
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| <input type="checkbox"/> Dimensions | Designed to fit standard cabinet installations. 3' modules, 24" deep. |
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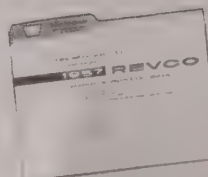
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builder must have within his firm to take
advantage of the remodeling market, the
specific problems builders are likely to find
in a modernizing project, the construction
problems in remodeling and the wiring
and plumbing problems of older houses.

648. Matico Tile Specification Book. Mas-
tic Tile Corp. of American, Dept. HH,
Houston, Tex.; Joliet, Ill.; Long Beach,
Calif.; or Newburgh, N.Y. 28 pp.

Architect's specifications for resilient tile
flooring and plastic wall tile are given in
this new book, designed for architects,
builders and interior designers. Each tile
is identified by number, name, color, di-
mensions and packing data, tile size and
thickness, number of pieces, square feet
and weight per carton. Recommendations
for use in a variety of installations and
on difficult underfloors is also included.
Notes on adhesives, feature strips, edging
strips and cove bases are given.

649. The Inside Facts. American-Standard,
Dept. HH, 0 W. 40th St., New York
18, N. Y. 6 pp.

Gas furnaces in a complete line of base-
ment, utility, counterflow and horizontal
models, shown assembled and in cutaway
views. A dimensional and rating data
chart is included and individual features
and components are shown.

650. GE Silicones. General Electric, Dept.
HH, Waterford, N. Y. 8 pp.

115 different applications for silicones are
discussed here. Among the important uses
are in rubber products, water repellents,
textile finishes, electrical insulation, re-
lease and anti-foam agents.

651. Barcol Catalogue, AIA File No.
16-D. Barber-Colman Co., Dept. HH,
Rockford, Ill. 16 pp.

Barcol Overdoors for residential, commer-
cial and industrial overhead doors. You'll
get information about new Weather-King
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tion-value sandwich construction with
guaranteed weatherproof facing. Weather-
King panel doors, electric operators, radio
controls, special controls and wardrobe
doors are included. Detail drawings elab-
orate installation procedures.

652. Product and Warehouse Catalogue.
Engineering Service Dept., Crucible Steel
Co. of America, Dept. HH, Box 1558,
Pittsburgh 30, Pa. 232 pp.

700 products available from stock are
shown. 16 categories of special purpose
steels, including high speed, tool, stain-
less, alloy and machinery, are given. Over
20 estimating, conversion and weight ta-
bles are included. Request catalogue copy
on company letterhead.

653. Fir Plywood Construction Guide.
Douglas Fir Plywood Assn., Dept. HH,
Tacoma 2, Wash. 34 pp.

Full-page structural drawings give you
basic information on types, grades and
applications of fir plywood. You'll find
here instructions on floor construction,
single and double wall construction, roof

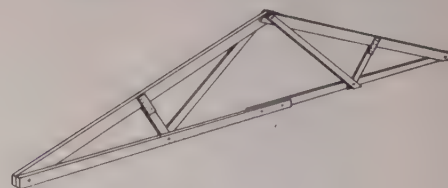
continued on p. 232

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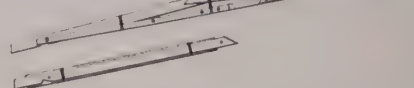


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10 Vari-Pitch MODELS AVAILABLE

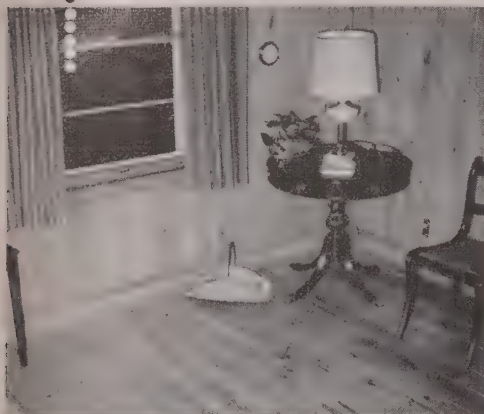
Model No.	Variable Pitch (Min. & Max rise per ft.)	Free Area of Ventilation Provided (sq. inches)	
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A44B	4" to 6"	At 4" pitch—60.0"	At 6" pitch—63.0"
A50B	6" to 12"	At 6" pitch—33.6"	At 12" pitch—49.6"
A56B	6" to 12"	At 6" pitch—43.7"	At 12" pitch—76.7"
A88B	6" to 12"	At 6" pitch—63.8"	At 12" pitch—109.2"
30-4	4" to 7"	At 4" pitch—76.0"	At 7" pitch—147"
38-5	4" to 7"	At 4" pitch—82.0"	At 7" pitch—196"
46-6	4" to 7"	At 4" pitch—132"	At 7" pitch—348"
54-7	4" to 7"	At 4" pitch—256"	At 7" pitch—500"
62-8	4" to 7"	At 4" pitch—343"	At 7" pitch—667"

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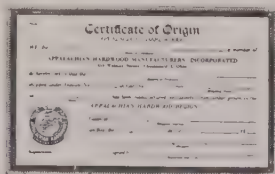
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construction, recommendations from minimum property requirements of FHA.

654. Florence Gas Ranges. Florence Stove Co., Dept. HH, 1154 Merchandise Mart, Chicago 54, Ill. 60 pp.

Complete 1957 line of company's ranges. Among the features: a Hi-Lo burner for instant heat. Governess burner that supplies heat when needed, by thermostatically maintaining temperature of food inside the pan. Line includes a 20" range-ette for small kitchens and one 40" gas range.

655. Continental Pumps. Continental Pump Co., Dept. HH, 1027 S. Vandeventer, St. Louis 10, Mo. Catalogue.

Submersible and Multi-Depth water system pumps are illustrated. The Continental pumps have no vanes, turbines or impellers. They use one moving part of stainless steel turning in an abrasion resistant rubber stator. 16 Submersible pump models are available for depths to 800' in 4" casings with a maximum of 1½ hp unit. Four sizes of Multi-Depth pumps are shown. They can be used on shallow wells to 25' deep and by adding jets on deep wells, can be used to 120'. Robbins & Myers manufacturers pumps.

656. Ventilaire Anodized Windows. Ventilaire Products, Inc., Dept. HH, 2431 Harvey St., Muskegon, Mich.

Design features like integral head, sill drip and anchor fin are shown. The new Series 1000 casement windows, recently introduced, are included. Full scale section details, installation diagrams for many common types of construction and charts of window styles and standards plus modular glass sizes are given.

657. 1957 Asphalt Tile Color Classification Chart. Asphalt Tile Institute, Dept. HH, 101 Park Ave., New York 17.

Newest line-up of asphalt tile colors and patterns for each of the following: Armstrong, Azrock, Gold Seal, Goodrich, Hako, Johns-Manville, Kentile, Matico, Moultilite and Tile-Tex in marbleized, terazzo and cork patterns.

658. Dura-Vent Gas-Vent Pipe and Fittings. Dura-Vent Corp., Dept. HH, 2525 El Camino Real, Redwood City, Calif.

Vent pipe and fittings for gas-burning units. Detailed data on double-wall, air-insulated vent pipe in both 4" oval and in all standard sizes of round pipe, from 3"-12" in diameter, plus the necessary fittings. Book also includes a chart for quick selection of vent pipe in any installation.

659. Harborite Beveled Siding. Harbor Plywood Corp., Dept. HH, Aberdeen, Wash.

Four pages tell you how to apply the siding, give you data on packaging, coverage, weight, size, thickness. The siding has a rabbeted lap that assures automatic alignment of courses, can be applied by just one man.

660. Blueprint for Sales. American-Standard, Dept. HH, 40 W. 40th St., New York 18, N.Y.

A new revised edition for a merchandising kit for builders. You'll get ideas about

continued on p. 234

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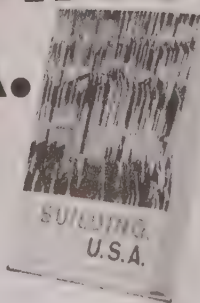
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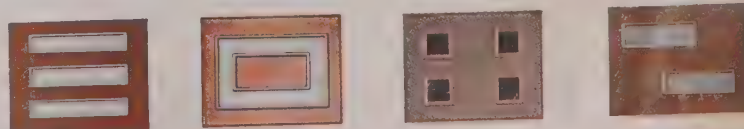
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newspaper advertising, publicity releases, sales promotion ideas, model home signs and displays.

661. Floor designs. Tile Tex, The Flintkote Co., Dept. HH, 1232 McKinley Ave., Chicago Heights, Ill.

Here's a handsome little brochure that shows installation pictures and tile designs in color. You can make up your own designs or follow any of the patterns you see here.

662. Almet Swimming Pools. Almet Swim Pool Corp., Dept. HH, Box 488, Scranton, Pa.

A brochure addressed to you, the contractor, gives you information about dealers, includes lists on pool sizes and prices. A second booklet has more general information, shows pools and accessories, describes construction.

663. Concrete Colors. C. P. Williams & Co., Dept. HH, 640 N. 13th St., Easton, Pa.

What should you know about color in the manufacture of concrete building materials? The book gives the answers. And 46 color chips show exact shades and range of color you can get by proper mixing of pigment with both gray and white cement. You'll also get advice on how to determine final color in advance by knowing specific pigment recommendations.

664. Open the Door to Luxury Living. Eljer Div., The Murray Corp. of America, Dept. HH, P.O. Box 836, Pittsburgh 30.

Here are some bathroom ideas with scale models of the floor plans of each to show you good ways to use color on walls and fixtures. Eljer fixtures and fittings are described, as are the Eljer formed steel kitchens.

665. Catalogue. The Engineered Products Co., Dept. HH, 129 Smith St., Flint, Mich.

The 19th Edition of EPCO Builders Hardware Specialties with installation methods and application procedures included. Prices, packaging and weights are included. Loose-leaf design lets you file away supplemental literature.

666. Kitchen Sketchbook. The Kitchen Maid Corp., Dept. HH, Andrews, Ind. 25¢

Here are some new idea kitchens shown in color sketches to represent Kitchen Maid's Hospitality, Heritage and Holiday lines. To go with any of the three are more than 30 extra features. Kitchens are shown as they might fit in a variety of floor plans—peninsular, corridor, L-shape, perimeter, etc. Construction qualities of the new lines are given.

667. Lightolier Style Book. Lightolier, Inc., Dept. HH, Jersey City 5, N.J.

There are 359 different fixture numbers and descriptions in this big new book on lighting. Designs range from traditional lamps and fixtures to contemporary ones. You'll get ideas of how to light rooms with sloping ceilings, exposed beams, multipurpose rooms, etc. On inside back cover, a cross reference chart guides you to the right fixture for a specific location or a special lighting situation.

ANNOUNCING

ORANGEBURG®

SP Plastic Pipe

*A completely new flexible plastic pipe
made only by Orangeburg...engineered to meet today's
challenging piping requirements.*

Slit-proof! Stronger—Gives superior service



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LIFE

COMPARE
THESE ADVANTAGES

- **Slit-proof**
(no "pin-holing")
- **Unaffected by**
detergents or
soap solutions
- **Greater**
strength
- **Light, flexible,**
easily handled
- **Higher heat**
resistance
- **Lengths to 400',**
fewer fittings
- **Resists acids,**
alkalies, salts
- **Low installed cost,**
lasting service



APPROVED FOR DRINKING
WATER SERVICE BY NATIONAL
SANITATION FOUNDATION

BACKED BY ORANGEBURG—A 64-YEAR REPUTATION FOR QUALITY
ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y., Newark, Calif.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. Dept. HH-67

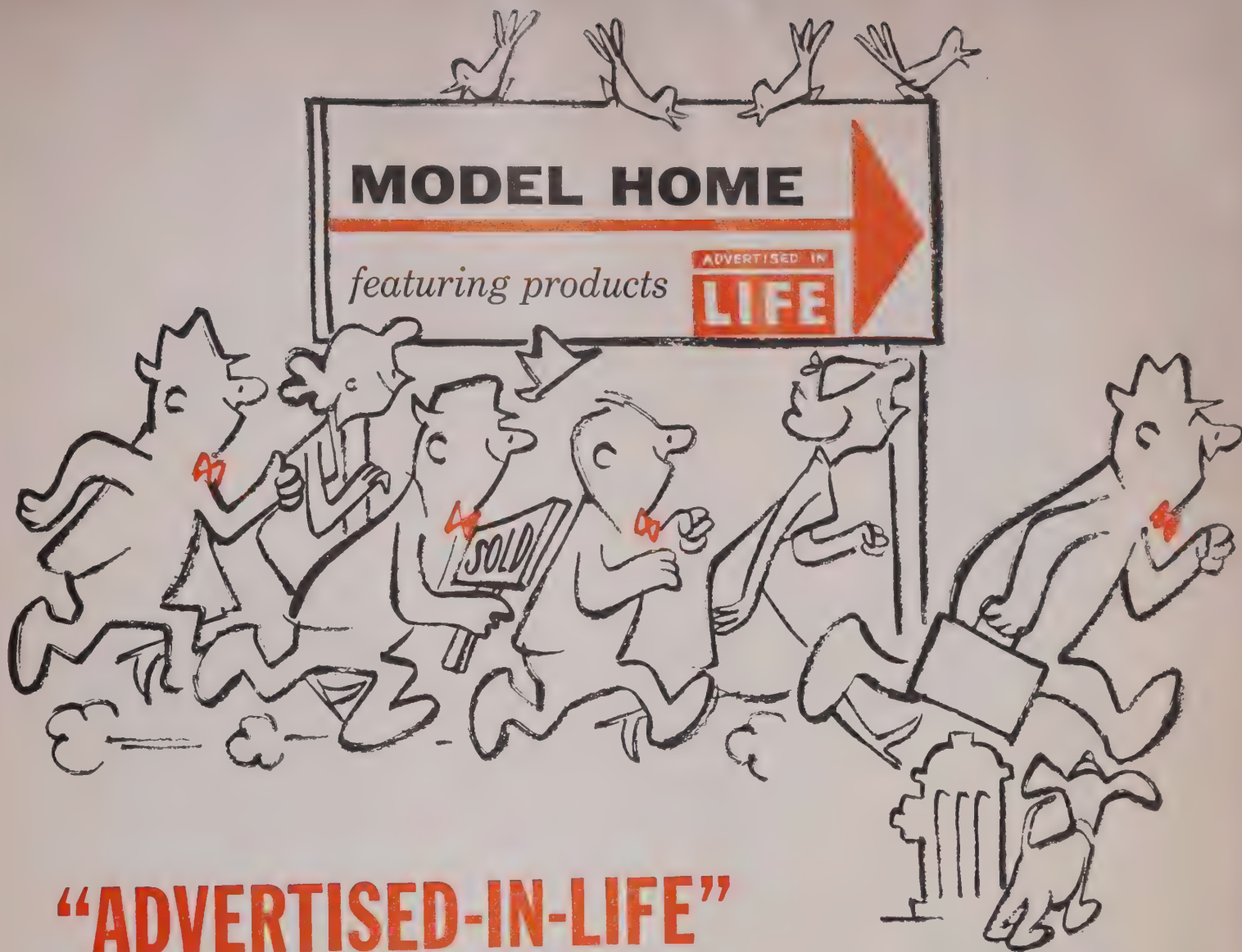
Please send descriptive literature on new Orangeburg SP Plastic Pipe.

NAME _____

ADDRESS _____

CITY _____

STATE _____



“ADVERTISED-IN-LIFE”

points to more home sales

When you feature LIFE-advertised building materials and household products in your model, they help sell the whole house.

LIFE creates a pre-sold market for your homes . . . because LIFE reaches 3 out of 5 households in the average community in the course of 13 issues . . . and *pre-sells* your customers on specific brands of building materials and household products.

Your potential customers respond to the LIFE

way of presenting news and features, respond to the advertising messages in LIFE, respond to, and prefer, LIFE-advertised brands.

You'll find that LIFE-advertised brands, highlighted with the “Advertised-in-LIFE” symbol, result in easier, more frequent home sales.

Write LIFE's Building Merchandising Department and find out how LIFE-advertised products can help you sell your homes.

Audience source: A Study of the Household Accumulative Audience of LIFE.

people **respond to**



PRODUCTS AND PUBLICATIONS COUPON

For more information on new products and publications in this June issue

check key numbers below and mail to:

House & Home

Room 1021, 9 Rockefeller Plaza, New York 20, N.Y.

NEW PRODUCTS

- A. Boise-Payette particle board.....
 B. Broyhill particle board.....
 C. Carolina particle board.....
 D. Clipboard Products particle board.....
 E. Columbia particle board.....
 F. Dixie particle board.....
 G. Formica particle board.....
 H. Granite Board particle board.....
 I. Gray particle board.....
 J. Hart particle board.....
 K. Jasper particle board.....
 L. Lane particle board.....
 M. Long Bell particle board.....
 N. Love particle board.....
 O. Neall particle board.....
 P. New England particle board.....
 Q. Poinsett particle board.....
 R. Rock Island particle board.....
 S. Swain particle board.....
 T. Trafalgar particle board.....
 U. US Plywood particle board.....
 V. Wabash particle board.....
 W. Weyerhaeuser particle board.....
 X. Willamette particle board.....
 Y. Pope & Talbot particle board.....
 AA. Daybrook power loader.....
 BB. Bucyrus-Erie Hydrocrane.....
 CC. Ottawa Tracto-lift.....
 DD. Oliver Super 55 forklift.....
 EE. Sherman power digger.....
 a. E-Z-On mechanical trowel.....
 b. Wascollite Reflectadome.....
 c. Pomona "jewel" tiles.....
 d. Fluoro Plastics, Inc. Lucite doorknob.....
 e. Robbins Pompeian tile.....
 f. American-Olean scored tile.....
 g. Gyro Brass Mfg. Corp. faucet.....
 h. Berns Air King bathroom fan and light.....
 i. Carey bathroom mirror and cabinet.....
 j. Lennox horizontal furnace.....
 k. Dornback automatic gas furnace.....
 l. White-Rogers thermostat.....
 m. Republic kitchen pulverizer.....
 n. Gerber bath drain.....
 o. Swingline pneumatic staple-nailer.....
 p. MusiCall music and intercom system.....
 q. Honeywell wall dimmer switch.....

- r. Daylite vented skylight.....
 s. Servel oil-fired air conditioner.....
 t. Keystone tub enclosure.....
 u. Per-Fit slider window.....
 v. Coppes circular kitchen island.....
 w. Season-All aluminum storm door.....
 x. R.O.W. wood windows.....
 y. White automatic water softener.....
 z. Lufkin Thinline tape rule.....
 aa. Grand prefabbed screen house.....

PUBLICATIONS

640. Vortex fabrics.....
 641. Majestic Imperial furnaces.....
 642. Arkansas soft pine paneling.....
 643. Leviton wiring devices.....
 644. Massey Pierceway system of wiring.....
 645. Prescolite lighting fixtures.....
 646. Georgia-Pacific paneling.....
 647. US Gypsum operative remodeling.....
 648. Mastic Tile specification book.....
 649. American-Standard gas furnace chart.....
 650. GE silicones.....
 651. Barber-Coleman overdoors.....
 652. Crucible Steel warehouse catalogue.....
 653. Douglas fir construction guide.....
 654. Florence gas ranges.....
 655. Continental pumps.....
 656. Ventilaire anodized windows.....
 657. Asphalt Tile color charts.....
 658. Duro-Vent pipe and fittings.....
 659. Harbor Plywood siding.....
 660. American-Standard merchandising kit.....
 661. Tile Tex floor designs.....
 662. Almet swimming pools.....
 663. Williams concrete colors.....
 664. Elier bathroom ideas.....
 665. EPCO builders' hardware catalogue.....
 666. Kitchen Maid sketchbook.....
 667. Lightolier style book.....

* For information about unlisted Technical Publications see below.

NAME _____

OCCUPATION _____ TITLE _____

FIRM _____

STREET _____

CITY _____ STATE _____

IMPORTANT:

House & Home's servicing of this coupon expires Sept., 1957

* Any inquiries with money or check enclosures must be addressed directly to the manufacturer.

In addressing direct inquiries, please mention

House & Home

and the issue in which you saw the product or publication.

I wish to enter a subscription to House & Home for

1 year, \$6 ☐ 2 years, \$8 ☐

US and possessions and Canada only

☐ New

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Signature _____

Look
at
it

see the
REAL VALUE
engineered in
Unique
SASH BALANCES

The spiral rod is engineered with "changing pitch" the feature that provides accurate BALANCE of sash at any position. Do not overlook this vital advantage, it costs no more and is available only in UNIQUE Sash Balances, for residential use.

Modern double-hung windows balanced with UNIQUE assure lifetime trouble-free operation. Their value is unmistakable... just look and see!

Send for catalog

Specify thru your Lumber & Millwork Dealer

**UNIQUE
BALANCE CO.**

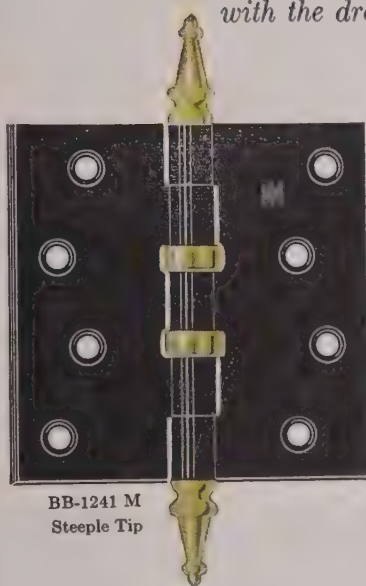
41 MAGEE AVE., STAMFORD, CONN.

Unique Sash Balances—Sold the world over!

THE HAGER

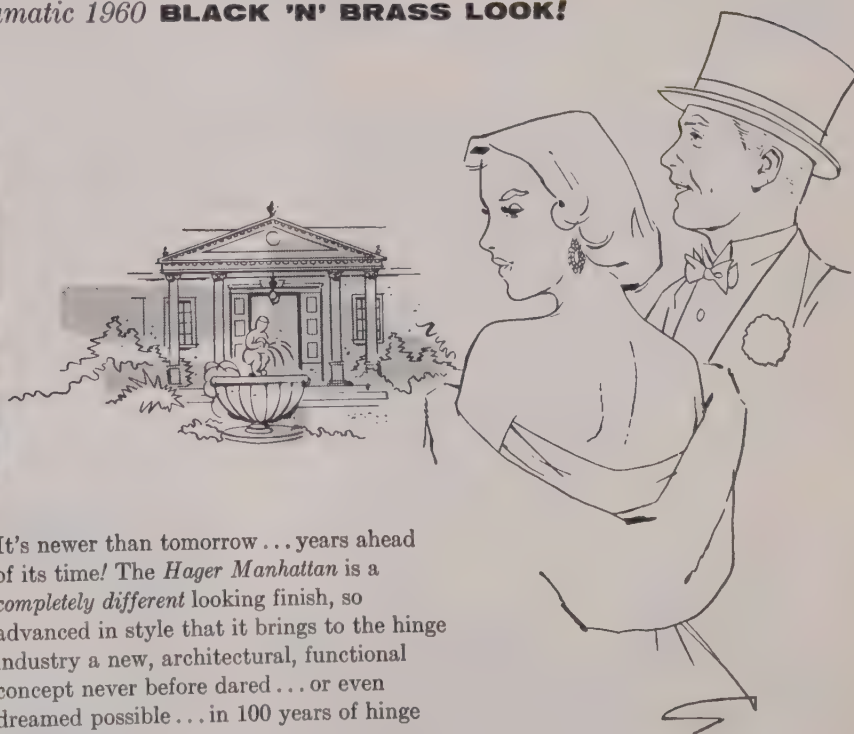
Manhattan

the sophisticated high-fashion hinge
with the dramatic 1960 **BLACK 'N' BRASS LOOK!**



BB-1241 M
Steeple Tip

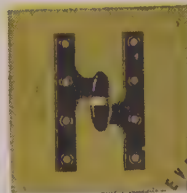
HAGER
Manhattan Finish
available on all
Butt Hinge
Classes and Sizes.



It's newer than tomorrow . . . years ahead of its time! The *Hager Manhattan* is a *completely different* looking finish, so advanced in style that it brings to the hinge industry a new, architectural, functional concept never before dared . . . or even dreamed possible . . . in 100 years of hinge manufacture.

The new *Hager Manhattan* is designed *specifically* for the architect or builder who has searched *until now* for a hinge to give the final perfect fillip to the product of his creative skill. Here is modern hinge art, design and color that opens new vistas for hinge decor in modern architecture.

In superb Black 'N' Brass, the *Hager Manhattan* is *another* bright, new Hager finish to electrify the hinge world. Include it in your plans. Specify finish symbol-M—the *Hager Manhattan* . . . the hinge of distinction—for contemporary homes and decor.



C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MISSOURI

Aldon builds merchandising on LIFE-advertised products

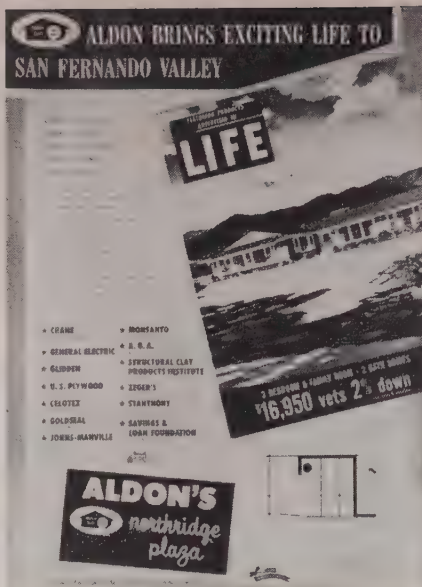
"As advertised in LIFE" has been written into the specifications of all future tracts by Los Angeles' Aldon Construction Co. (2,000 houses scheduled for 1957).

This will produce, building men say, the biggest promotional tie-up of its kind in housing history. Aldon predicts builders in other cities soon will copy it.

First choice in selecting suppliers will go to those products that have been pre-sold to the public in the giant weekly (circ. 6,000,000).

Says President Willard Woodrow: "The prestige of products that are nationally advertised in LIFE is a real form of selling insurance for Aldon. The buyer has to be enticed into a house today. He's more demanding. We want to add the strength of the great brand names of America to our selling."

Of 12 manufacturers featured in his kickoff local advertising campaign for the 476-house Northridge Plaza project (San Fernando Valley), ten were new suppliers, replacing companies that do not advertise in LIFE. Some had not been marketing their wares in Los Angeles before, so the tie-up promises to generate more competition among producers.



LIFE's cover and logo will be reproduced on salesmen's badges and business cards, on folders, brochures and 48 billboards. Even the entrance to Northridge will be through doors cut in a 16½' x 25' replica of the magazine cover. Full-page newspaper ads in seven Los Angeles area dailies (see cut) will plug the tie-up.

All houses in Northridge will be one price: \$16,950 (2% down VA). Other Aldon developments starting this summer will range up to \$35,000. The San Fernando houses will have three bedrooms, two baths, family room, two-car garage.

Hansel and Gretel at \$10,500 sells 66 houses in eight days

Even in the tough Orange County (Los Angeles) market, there are sell-out spots.

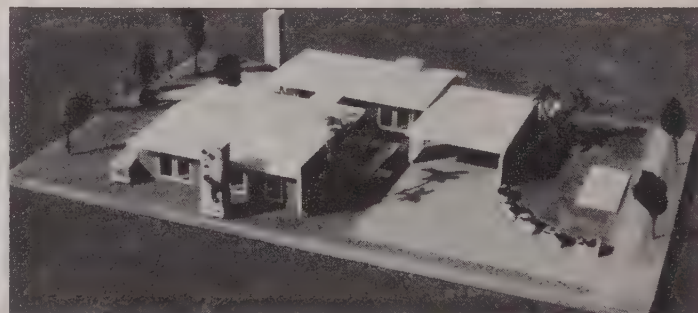
A combination of fairy-tale design ("Dutch with a Danish accent") and a low (\$10,500-\$11,995) price sold out Builder William Lyon's 66-house tract in eight days.

"We built something people could afford," says Sales Manager Ed Boyd of the three- and four-bedroom (1,000 sq. ft. to 1,230 sq. ft.) models. Chief econ-



omies came from small (60' x 103') lots and elimination of extras like equipment, hardwood floors, and paneling. Financing was mostly VA and FHA, with few conventional.

The Anaheim-Garden Grove area still has many an unsold house in the \$15,000-and-up bracket. The glut started when builders (including Lyon himself) included the built-ins and extras that buyers said they wanted—but couldn't afford. Lyon would like to stay in the same price range in a new 68-house tract, but says he will upgrade them to \$13,250 because they adjoin much more expensive existing houses.



Contemporary fights back, invades California Hansel-Gretel tract

Los Angeles Builder Ross Cortese (Jan. '56) has decided not to do his new Long Beach tract entirely in Hansel & Gretel.

Architect Earl J. Kaltenbach, AIA, has given him a house with low-pitched roof, living and sleeping wings connected by an

enclosed corridor. Some 10% of his buyers, says Cortese, are not satisfied with design.

The 2,000 sq. ft. house will sell for about \$23,000, compared to the \$18,500-\$20,000 for the romanticized Hansel &

Gretel models in his Rossmoor subdivision. Cortese turned to storybook design after it took him a year to sell 200 contemporaries in Anaheim, even though the homes themselves won awards and praise from the industry.

Passkeys to model house doors encourage brokers to sell houses

In Fairfield County, Conn., real estate brokers are thicker than sports cars.

Builder Morton Saipe has found a way to put these agents to work showing his expensive (\$35,000-\$42,000) spec-built models near Westport. He mailed out 200 master keys—attached to plastic tags—that fitted the front doors of his five completed models. Invited brokers to show clients through any house at any time, without having to phone for permission.



If a house is sold, Saipe notifies all keyholders, and changes the front-door

lock (the removed one moves to his next model). So that realtors can recognize the houses quickly, escutcheons on open models are painted bright red.

Immediate response: dozens of brokers who had never shown Saipe's houses showed up with clients, two houses were sold. Cost of the 200 keys and embossed tags: \$80. Saipe, who built five houses in 1956, expects to sell 15 this year with his new-found sales force.

continued on p. 240

We look forward each year to the
December Prefabrication issue of

HOUSE & HOME

JAMES R. PRICE, President
National Homes Corp.
and PHMI

"HOUSE & HOME"

is largely responsible for the high degree
of acceptance that Prefabrication now
has with builders throughout the nation."

DONALD J. SCHOLZ, President
Scholz Homes, Inc.

"December issue is a great contribution
to the industry"

JOHN J. O'BRIEN, Past President
PHMI

House & Home's

ANNUAL REPORT ON PREFABRICATION

December 1957

THE "BIBLE" OF PREFABRICATION—HOME BUILDING'S MOST
CONCENTRATED VOLUME MARKET

Reservation dates

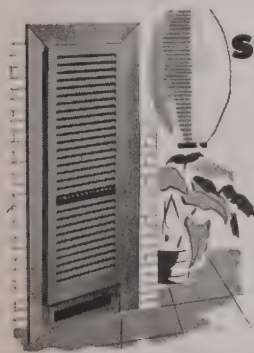
B&W and 2-color.....

Multicolor and Covers.....

Closing dates

B&W and 2-color...

Multicolor and Covers



WARMS FLOORS!
powerful blower
delivers warmth
to floors
in every room!

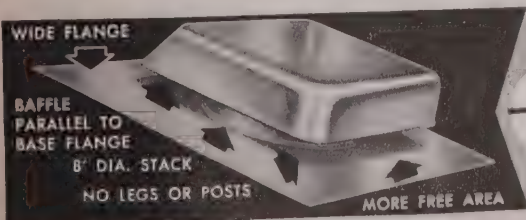
SELL HOMES FASTER...

BY CUTTING HEATING COSTS
WITH INTERNATIONAL'S
NEW SLENDER COUNTERFLOW
OIL-BURNING
WALL FURNACE!

WRITE FOR INFORMATION TODAY!

International OIL BURNER CO.
3800 Park Ave. • St. Louis 10, Mo.

NAME.....
FIRM.....
ADDRESS.....
CITY.....STATE.....



THE LESLIE "SERIES 50" SLANT ROOF TYPE VENT

Combines all these features:

- ★ **EASIER INSTALLATION**—4" wide flange... no "legs" or "posts" to get in the way.
- ★ **WEATHERPROOF**—wide flange around top of stack, plus parallel baffle in rear.
- ★ **MORE FREE AREA**—as certified by Metal Ventilator Institute.

- ★ **BETTER APPEARANCE**—streamlined, one-piece top, and roof-hugging design.
- ★ **USE WITH FANS**—8" diameter stack fits round duct.
- ★ **STURDIER CONSTRUCTION**—full .025" aluminum, 26-gauge galvanized steel, screen securely attached.

Available in galvanized steel or aluminum, the "50 Series" Roof Vent is YOUR best answer to the demand for a vent that installs without trouble, that looks and performs well, and provides top quality at the right price.

Write for
Leslie
Catalogs

LESLIE WELDING COMPANY, Inc.
2935 W. Carroll Avenue • Chicago 12, Ill.

because
dodge **SG**
cork tile is

*So Right for
So Many Uses*

... you can please more
client-customers



for the home... Dodge SG cork tile blends with any period or style of furnishings in any type of room. It maintains its super gloss finish with a minimum of care and keeps its sparkling beauty for years. Dodge SG cork tile is water repellent, resistant to spots and stains.



for commercial installations... Dodge SG cork tile offers the luxury and good taste so often demanded. It provides all-important comfort underfoot and sound deadening qualities. SG cork tile stays bright and clean looking with only occasional light waxing.

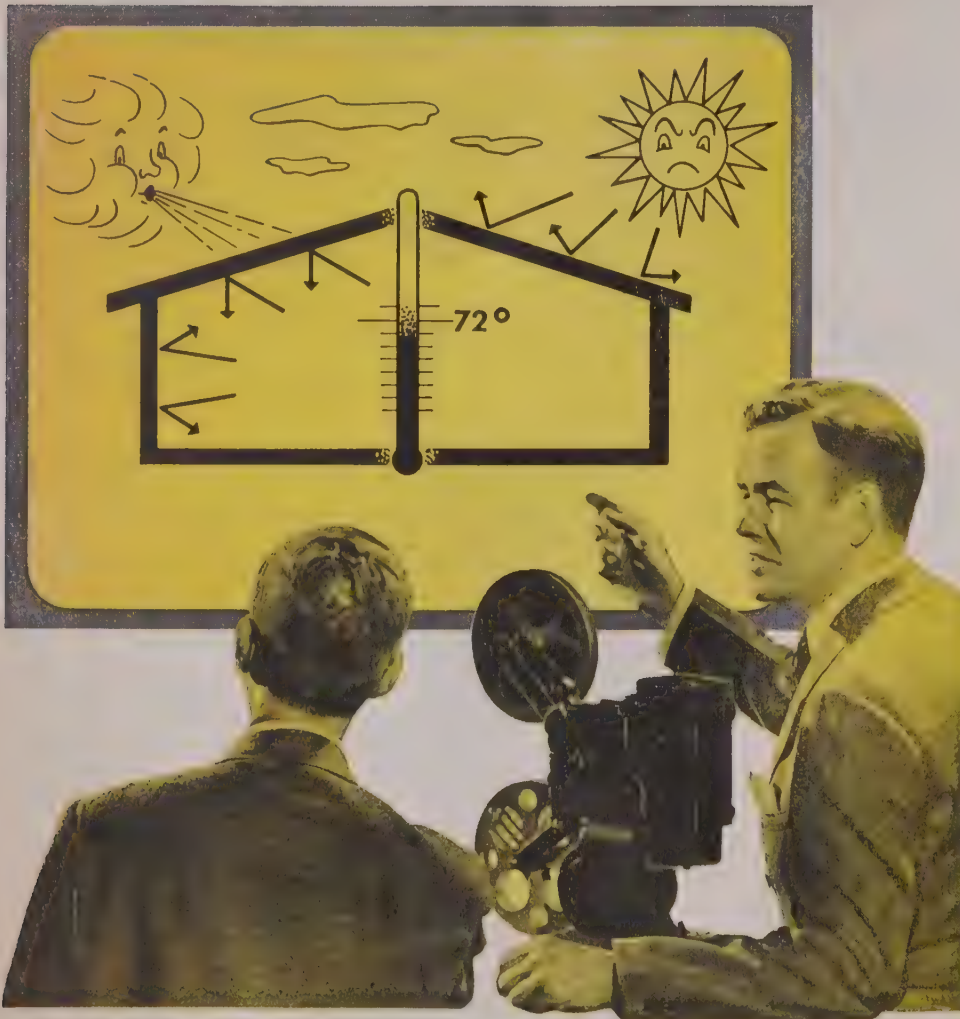
Dodge SG cork tile is available in six regular and specialty patterns. You can custom-design distinctive floors for any architectural style.

Write for Catalog No. 57 or refer to
Sweet's Architectural File 131
Do

DODGE CORK COMPANY, INC.
LANCASTER, PA.



"For winter warmth and summer
coolness we use insulation faced
with ***REFLECT-O-RAY**

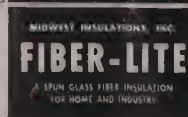
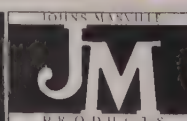


Builders in "the know" are rapidly switching to insulation materials faced with REFLECT-O-RAY for a very simple reason. It provides a more efficient means for keeping homes cooler in summer, warmer in winter—at lower cost. Like the movie screen reflects light, so does REFLECT-O-RAY reflect heat. Its millions of highly polished aluminum flakes

bounce heat rays back toward their source, *inside or out* where they should be. REFLECT-O-RAY is a natural "breather" sheet, too, that safeguards against damaging condensation build-up. Take a tip from America's leading builders — ask for and use insulation materials made with REFLECT-O-RAY. They assure yearly *comfort everyone can afford.*

*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is a tough, durable
Aluminum Pigmented product of



THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

**Builder guarantees own
mortgages, sells 100 units
in eight months**

"We're sort of a poor man's FHA."

Any family that owns its lot free and clear is a prospect for Lumber Dealer **Richard Brown** of Glen Burnie, Md. For \$2,695, he will erect a 24' x 28' shell house with no down payment except what the buyer already has invested in the land. Such minimum first costs have sold over 100 houses for his **Monumental Engineering Inc.** since last July.

To get permanent financing, Brown has to stand behind each mortgage in case of default. After he set up a reserve account for contingencies, **Baltimore Federal S&L** made 5-year, 6% loans, amortized with monthly payments of \$55. Says Brown: "I don't feel I'm running any risk. After all, the land is paid for, and these people immediately start finishing the houses. I don't expect ever to touch the reserve account."

Monumental puts up exterior walls, with foundation, windows and doors, and offers an interior partition package for \$75 extra. The firm does no finishing, leaving dry-wall, plumbing, wiring, insulation, etc., entirely to do-it-yourself buyers. Brown stiffens his unsupported rafters with cross-ties that are removed after the owner installs his interior bearing walls.

**Model house furniture rental
pays off for builder, dealer**

Because gratis furnishing of model houses proved unprofitable for the furniture dealer, and buying the furniture was too expensive for the builder, **Howard Builders and Sheral Furniture Co.**, of Buffalo, N.Y., worked out a rental plan.

The builder buys carpeting and draperies for his \$13,700-\$16,500 houses at wholesale. Furnishing of model houses is usually budgeted by the builder at 25-33 1/3% of the selling price. The dealer provides furniture retailing at \$2,000-\$3,000 for all rooms in the house (price of the house determines furniture cost) for a flat \$50 rent per month. Sheral has now furnished two models for Howard—one traditional, one contemporary—hopes to make its profit on sales of furniture to new home buyers.

The dealer sets five conditions: 1) six months minimum showing; 2) 50 houses in one location; 3) decorator credit in ads; 4) builder pays for "abnormal damage" and 5) furniture is roped off from public. The fee covers delivery, normal wear and tear, and fire insurance premiums.

Miscellany . . .

Textbooks of trade-in techniques are still in heavy demand: **Minneapolis-Honeywell** reports selling 6,000 sets of their four booklets on "How To Set Up A Trade-in Program" at \$1 per set. **National Gypsum Co.** distributed 10,000 copies of their "Plain Facts About Trade-In Housing," 1,500 on direct inquiries. . . . Tub or shower? In St. Louis, Builder **Joseph H. Vatterott** conducted a telephone poll of buyers' preferences, found seven out of ten men liked showers, eight out of ten women liked tubs. Upshot: both shower and tub for two-bath, \$17,950 houses./END

FREE! Write today for this new EFFICIENCY KITCHEN SPECIFICATION FOLDER



TECHNICAL DATA ON SPACE-SAVING KITCHEN UNITS

Architects and builders faced with the problem of a maximum kitchen in a minimum space will find this manual an important tool! Covers full line of efficiency units for built-in kitchens!

Davis PRODUCTS COMPANY
NILES, MICHIGAN

Here's a MAJOR HOME "SALES FEATURE"
Builders can add for as little as \$10 to \$20 per home!



"Wired for TV..." with MOSLEY Television Lead-in Outlets

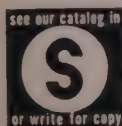
- ① In most areas of major home-building, good roof-top or attic antennas are required for perfect color or black and white television reception.
- ② The trend toward "portable" TV sets and the use of more than one set in the home makes necessary convenient plug-in connections for TV sets and antenna wiring systems capable of handling multiple sets.
- ③ MOSLEY TV Lead-in Outlets and other TV Wiring Devices supply the components needed for the home TV antenna system—and at a surprisingly low cost!

Type AC-1PK
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In attractive Ivory or brown.



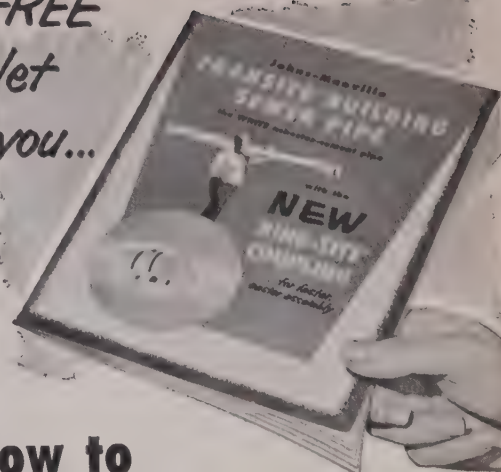
Write for full details and name of your nearest MOSLEY Supplier.



32c/8i
Mo.

Mosley Electronics, Inc.
8622 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

*This FREE
booklet
tells you...*



... how to save money in installation



1. Lubricate by hand!



2. Lock tight by hand!

That's all you do to assemble Transite Building Sewer Pipe. The rubber rings in its Ring-Tite Coupling and in sockets of all Transite Building Sewer Pipe Fittings are pre-positioned at the factory. The job is simple ONE-Two operation!

HERE is an 8-page booklet filled from cover to cover with helpful, factual information.

By means of charts, diagrams, photographs and descriptions, it gives the reasons why Transite® Building Sewer Pipe is called "the plumber's pipe" . . . why it installs faster, easier . . . why its Ring-Tite® Coupling keeps roots out of house-to-street-sewer lines . . . why fewer joints are needed. You'll also find illustrations of the wide adaptability made possible by the use of Transite asbestos-cement Pipe, Fittings and Adaptors.

Mail the coupon for your copy of TR-82A, "Transite Building Sewer Pipe." Why not do it now?

Johns-Manville TRANSITE PIPES FOR THE HOME

Building Sewer . . . Plumbing Vent
Gas Vent . . . Air Duct



Johns-Manville, Box 14, New York 16, N. Y.
(In Canada, Port Credit, Ontario)

Please send me your new booklet TR-82A,
"Transite Building Sewer Pipe."

Name _____
Company _____
Street Address _____
City _____ Zone _____ State _____

RIGHT NOW

new bath components promise

big savings of plumbing above floor

NAHB's Research House demonstrates three promising new developments for the coordinated bath:

- 1) above the floor plumbing made possible by . . .
- 2) a new end drain tub, and
- 3) a new wall-hung toilet.

The NAHB Research Institute worked with Ingersoll-Humphryes to develop both tub and toilet. So the toilet fits the 32" o.c. stud module; and the 16" high tub has a high inflange and a straight bottom and ends to make tiling easy. (Bottom of the tub is supported 4 7/8" above the floor). Standard Sanitary is expected to unveil a wall-hung toilet for above-the-floor plumbing at the plumbers' convention this month.

Above-the-floor installation is almost ideal for prefab plumbing walls, so APSCO is trying to get together with Ingersoll on an above-the-floor plumbing wall.

APSCO says this wall could be about \$25 cheaper single or \$35 cheaper back-to-back than its present complete plumbing walls for basement and crawl space houses, which sell for \$125.29 and \$168.99 respectively f.o.b. Fort Wayne in quantities of 25 or more (plus about \$1 per 100 miles freight). But APSCO says this development will have to wait until Ingersoll 1) changes its bracket and tank design to let the vent go up alongside the tank, and 2) brings out a soil line casting for back-to-back toilets.

This year many plumbers may hesitate to use factory-assembled plumbing, even though APSCO walls are union made, union approved and union installed in many cities. But by 1965 most plumbers will be glad of the labor saving. Reason: the coming shortage of labor.

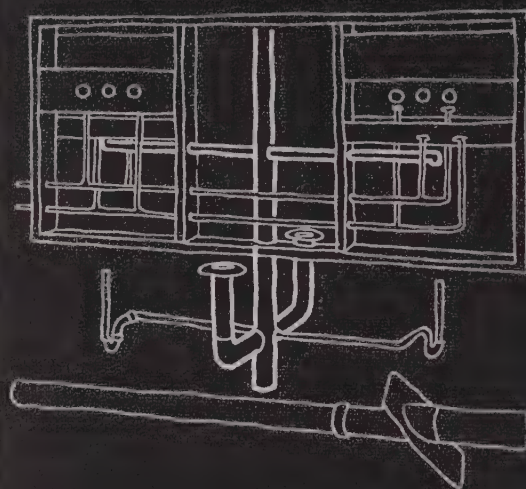
If plumbing contractors had trouble finding journeymen enough to install 1,800,000 baths in 1,200,000 new houses in 1956, what chance have they of finding journeymen enough to install 4,000,000 baths by today's make-work rules and methods in the 2,000,000 new houses the home building industry will have to build in labor-short 1965?

The plumbers, like everyone else, will find only one solution possible to this problem. Like everyone else they will have to minimize their need of on-site labor by installing assemblies factory-sized to standard dimensions.

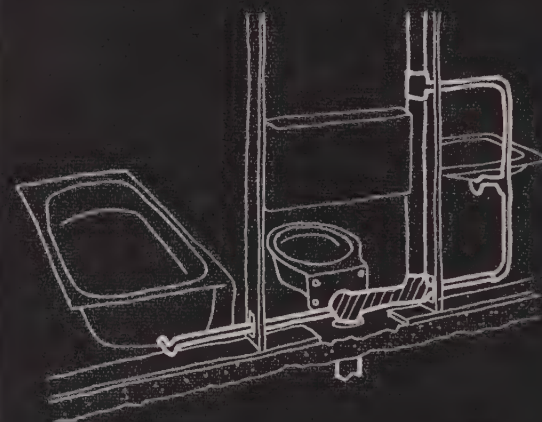
Wall to wall carpet costs a lot less in rooms with one wall on even yard

Most carpet is made in rolls 9', 12', 15' or 18' wide so the one best way to hold carpeting costs down is to plan your rooms with one dimension to fit; otherwise you must spend good money to cut the carpet to size and then waste much of what you cut off.

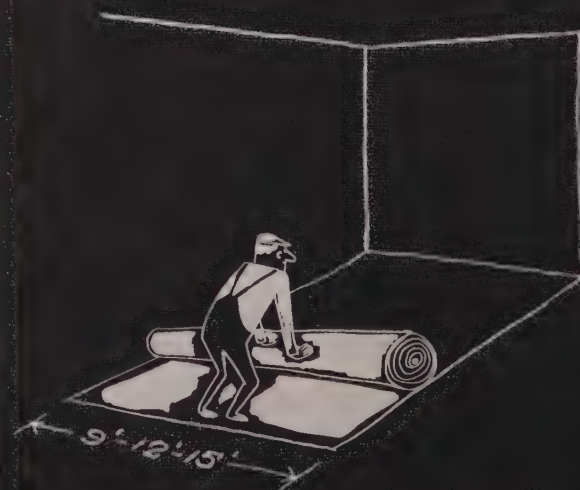
Many lenders now approve carpeting as a house component that can be financed under their mortgages.



APSCO plumbing wall for below-floor use costs \$169.



Here is how above the floor plumbing could be installed.



Rooms 9', 12', 15', or 18' will save carpet cutting

RIGHT NOW

Kitchen manufacturers ask builders to standardize on even-foot walls

Two years ago Harold Hulett of GE told HOUSE & HOME's Kitchen Standardization Round Table:

"In the past we have had no real dimensions to work towards; therefore we did not work towards any."

Today Hulett is Chairman of the National Electric Manufacturers' Standardization Committee, and this month NEMA is expected to join in a standardization recommendation already approved by both the wood and the steel cabinet makers.

This joint recommendation asks architects and builders to dimension the appliance walls of their kitchens to the even foot.

This puts the next move up to the builders, so last month the NAHB Research Institute joined in urging builders to adopt the 1' kitchen module.

Kitchens long ago standardized on a 36" counter height (with a 32" mix center); 1½" counter thickness; 25" counter depth over a 24½" deep base cabinet; 16" clearance between the counter and an upper cabinet 52" above the floor; 13" upper cabinet depth (including 1" door thickness); 4" x 3" toe space.

The kitchen Round Table urged four new or changed standards:

1. Take advantage of the standard 8' ceiling height to carry all cabinets (or at least their doors) to the ceiling. This would provide much better secondary storage and save builders the money they now waste furring ceilings down to cabinet top height.

Action taken: the NAHB Research House features such cabinets.

2. Cut base cabinet depth from 24½" to 24". This would let 24" wide 24" deep cabinets turn a corner.

Action taken: NEMA will probably recommend a 3' corner unit instead, for two reasons: a 2' corner unit is not much good for storage and a 24" depth would require scrapping too many sink castings.

3. Standardize sink drain roughing height at 18". This would be low enough to insert a disposer later without a big plumbing bill; it would be high enough to be okay without a disposer.

Action taken: NEMA will probably adopt this standard this month.

4. Standardize width on the even foot (mostly on 2').

Action taken: Individual manufacturers are adopting this module as they bring out new models, but so much money is still tied up in dies for odd widths that unanimous NEMA adoption of an even foot module would be impossible now. Instead, NEMA is taking the half way step of asking builders to standardize on the even foot first. Says Hulett: "Then I think in time we manufacturers can adjust to it."

Others who sell components that fit

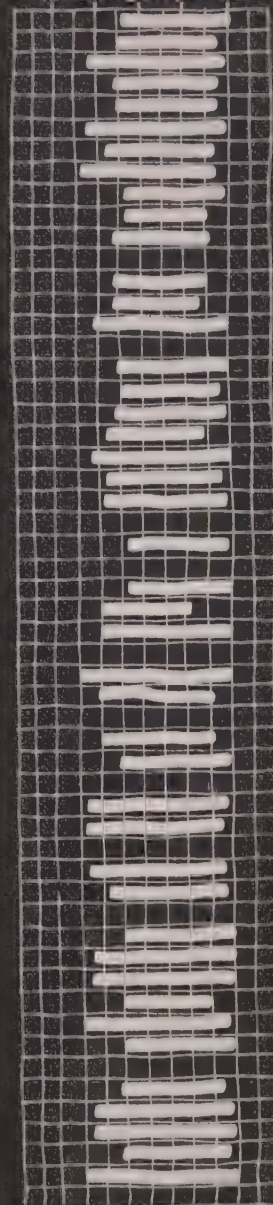
In the East, P. Wm. Nathan's Fabricators Inc. of South Norwalk, Conn. has a full line of modular structural components, including structural window panels, stressed skin floor and roof panels, storage walls and trusses (mostly 2½' in 12' with 30" overhangs).

In the Middle West, Place of South Bend is selling 1) three types of glue-nailed trusses and 2) face-nailing windows 4' out-to-out in both aluminum and steel, with or without the 4'x8' framing panel to support them.

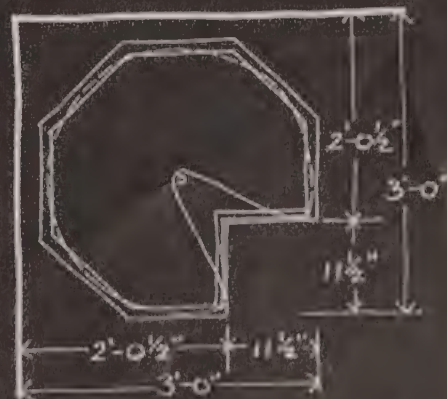
In Texas, Ned Cole's Fabricon has components for nearly half the house, including steel trusses (mostly 24' clear span), steel gable ends and 4' x 8' door and window panels incorporating the top beam. /END

No standardization here!

Heights: 12' 24' 36' 48' 60'



there are 53 oven heights by 53 manufacturers.



this is the proposed new 3' lazy susan for corners.

And here are more reactions to House & Home's reply

I thoroughly agree with all you said. The editorial attack you rebut was puerile, irresponsible and vicious.

ERNEST A. BAUMGARTH, *director*
National Assn. of Real Estate Editors

On behalf of the National Oak Flooring Manufacturers' Assn., may I offer you our thanks and our congratulations for a job well done. You have stated the case very clearly.

W. W. MILLER JR., *president*
National Oak Flooring Mfrs.' Assn., Inc.

Orchids to HOUSE & HOME. You defended the home building industry in a very fine way against the *Journal's* ridiculous editorial.

It is extremely hard to measure the tremendous help and leadership that HOUSE & HOME has given the home building industry. We at Best Homes are certainly grateful for the many wonderful things you have contributed. I am sure your efforts will not be in vain.

GEORGE H. FREDERICKING, *vice president*
W. G. Best Homes Co.

... The most effective statement I have seen in a good many years.

It was urgently needed and I hope it will stop some of the ridiculous and untrue things that are being said about home builders at this time.

More power to you.

FRANK W. CORTRIGHT
San Francisco, Calif.

Your "Open Reply to the *Wall Street Journal*" is terrific. I like its vigor and straight-forwardness. I think it's good for all the business press when one of us has guts enough to stand up and speak strongly on any subject, but particularly when there are controversial angles involved.

I'm proud of "my" member paper, HOUSE & HOME.

WM. R. BEARD JR., *president*
Associated Business Publications

You have done a fine job in publicizing what the industry is up against and the problems of the home builder. Hats off to you!

JOY MILLER, *executive secretary*
Rio Grande Valley HBA

Just finished reading your *Wall Street Journal* ad. Congratulations on a fine, forthright statement—in the right place! Things like that need to be said.

DOUGLAS WHITLOCK, *chairman*
Structural Clay Products Institute

Some fundamental truths

Ordinarily an unemotional type, I cannot restrain loud cheers for your "Open Reply to the *Wall Street Journal*."

This sets forth clearly and completely some fundamental truths of which most industrialists, bankers, and "financial experts" seem completely unaware. I am afraid that in the months ahead these facts will have to be stated and restated loudly and clearly.

HERBERT S. COLTON, *counsel*
NAHB

Your answer was letter perfect. I have read it and reread it. The home building industry will forever appreciate the courage you have shown in this statement.

It is wonderful to know that home builders can depend on your great publication.

CARL MITNICK, *vice president*
NAHB

On behalf of our Board of Directors, we would like to extend our congratulations and thanks for the full page ad you purchased in the *Wall Street Journal*.

R. M. MCCLINTOCK, *executive secretary*
Palm Beach County HBA

I am glad to have this information as a guide in the consideration of legislation.

J. ALLEN FREAR JR.
US Senator from Delaware

"... A classic."

PETER TURCHON
Newton, Mass.

Your ad in the *Journal* should be a revelation to every reader... A splendid job.

RUSSELL HARDING, *executive officer*
Fort Wayne HBA

... Very timely. Thank you for taking the time and going to the expense of setting the record straight.

REX D. CROSS, *vice president*
Unique Balance Co., Inc.

Not strong enough

Your reply to the *Wall Street Journal* was good, but neither good enough nor strong enough.

The smart aleck who wrote the *Wall Street Journal* editorial wouldn't even have a job if our industry collapses, nor would the *Wall Street Journal* have much to publish. The attitude of the holier-than-thou boys toward our industry is that we want everything, and that the world would be a damn sight better off if we could "be put in our place."

I have constantly testified that anything I was asking for the industry was for the welfare of America; that I was not coming hat-in-hand for anything, but to once and for all educate those on the outside as to the real meaning and place of the building industry in our economy.

WILLIAM J. LEVITT, *president*
Levitt & Sons, Inc.

Thanks for that page you ran in the *Wall Street Journal*.

P. S. KNOX JR.
Past president PHMI

You certainly have done more than just keep your promise! We would like to congratulate you and your entire staff on the splendid and courageous answer to the *Wall Street Journal* editorial on the housing situation. Once again you have demonstrated decisively your position as a leader and authoritative spokesman for the home building industry.

That industry, and we as individual members of same, owe you a deep debt of gratitude for your efforts in its behalf.

GEORGE E. PRICE,
executive vice president
National Homes Corp.

Splendid... You have done an outstanding service to the entire industry.

SYLVANUS G. FELIX
Oklahoma City

All of your work is stimulating, and leads toward wiser solutions of our problems.

WALLACE MOIR, *past president*
Mortgage Bankers Assn.

Interesting... and controversial.

JOHN G. JEWETT, *vice president*
The Prudential Insurance Co.

Now realistically informed

... Extremely effective, I trust the readers of this newspaper are now realistically informed of the problems and plans of the home building industry.

R. S. HUNT, *executive vice president*
Long Island Home Builders Institute, Inc.

The HOUSE & HOME reply was great.

CHARLES MCKINNEY, *exec. vice pres.*
Tulsa HBA

Please let me compliment your championing the home builders in such a masterfully truthful manner.

It is nice to have such able defense. I only hope it serves its purpose.

H. LESLIE HILL
Dallas

All of us in NAHB are grateful to you for your courage in this matter.

MARTIN BARTLING, *treasurer*
NAHB

As usual you are the champ. Congratulations!

CARL F. BOESTER
Lafayette, Ind.

... A superlative job. Your editorial will stimulate more government thinking on the problem of the home building industry. We have found that the tile business—volume-wise—is off about 25% compared to last year.

ROY E. JORDAN JR., *president*
Mosaic Tile Co.

An excellent job explaining our industry's current troubles and refuting the rather absurd editorial.

We appreciate the effort and expense you have gone through on behalf of the whole building industry.

SAMUEL A. WELLS, *president*
J. W. Wells Lumber Co.
Menominee, Mich.

Long overdue

Accept my hearty congratulations on your wonderful reply to the *Wall Street Journal*.

Efforts to correct the appalling lack of understanding of what makes the building industry displayed by this newspaper have been long overdue.

You have done a valiant job which I sincerely hope will have some effect.

FREDERICK W. JACKSON II, *vice-pres.*
Dime Savings Bank of Brooklyn

On behalf of the Home Builders Association of Westchester, I would like to congratulate you on your ad in the *Wall Street Journal*.

We appreciate your stand and confirm your facts. Congratulations!

STANLEY J. SLOTE, *president*
Westchester HBA

Your full page "Open Reply to the *Wall Street Journal* on Behalf of the Home Building Industry" is a classic.

You are 100% right. Your 18 facts are incontrovertible.

I was particularly pleased that you thought the attack important enough to warrant the time, effort and money that went into your immediate denunciation of the *Journal's* garbled economics.

Congratulations! You have amply and dramatically demonstrated your ability and right to champion the cause of private enterprise in the housing field.

ROBERT E. SCOTT, *realtor*
Elizabeth, N. J.

I found myself unable to put the article aside until I had read every last word. You have presented our case very clearly and I only wish this advertisement could be put in the hands of every man and woman in the US.

Everyone connected with home building in any capacity owes HOUSE & HOME magazine a vote of thanks for this splendid editorial advertisement.

JAMES E. FORD, *sales manager*
Techbuilt Inc.

... A remarkable job. There should really be some red faces at the *Wall Street Journal*. There are quite a few people I would like to have see your reply.

R. J. ALLEN
Allen Industries, Inc.

to "The Wall Street Journal"

You said the things that need saying. It seems hard for people to understand the difference between government subsidy and the FHA Mutual Mortgage Insurance Fund, but it is surprising that the editorial writer of the *Wall Street Journal* would not know better.

BROWN L. WHATLEY, *past president Mortgage Bankers Assn.*

We at Ingersoll-Humphries think the home building industry owes HOUSE & HOME a vote of thanks for the fine ad you placed in the *Wall Street Journal* in our behalf in rebuttal of an editorial previously run in that paper.

W. D. GERSTACKER,
Asst. general sales manager Ingersoll-Humphries

This is terrific information. I would appreciate 100 to mail to our distribution.

J. L. ROGERS, *manager builder sales Hotpoint Co.*

Building's truth squad

Congratulations! Building industry long overdue for its own "truth squad." H&H more than filled the bill.

JOHN J. HICKEY
Dancer, Fitzgerald, Sample, Inc.

You have clearly stated the major facts on the present predicament of home building.

Personally, I very much disagree with the statements made by Senator Douglas and C. Canby Balderston, vice chairman of the Federal Reserve. Home building is far too important to try to turn it on and off at will like a faucet.

WILLIAM B. WIDNALL
Congressman for N. J.

You have stated our case very well. I like the aggressive manner and very logical order.

MELVIN H. BAKER, *chairman National Gypsum Co.*

You spoke up well not only for the interests of Youngstown Kitchens but, in our opinion, for our country.

C. D. ALDERMAN, *president Youngstown Kitchen*

Welcome support

Once again you have risen to the occasion and championed the cause of the home builder and the home building industry.

I am thoroughly familiar with the way in which you have supported the home builders and the home building industry. Your support is most welcome and appreciated.

NATHAN MANILOW
Chicago

Your reply is typical of the splendid leadership which has never been lacking from HOUSE & HOME. We could have no better spokesman.

H. LEIGH WHITELAW, *exec. vice-pres. Gas Appliance Mfrs. Assn.*

It gave me an insight into what happened to our housing program so suddenly, giving reasons and explaining the whole situation in a way that was very informative and interesting. You have performed a real public service. I would appreciate your sending me an extra copy of the broadside by return mail as I want to keep it in my files.

C. ARTHUR BRUCE, *chairman E. L. Bruce Co.*

A good job.

J. O. HEGGER, *vice president Uvalde Rock Asphalt Co.*

I want to express my personal appreciation for the fine job you did here and are constantly doing for the home building industry.

H. S. MERSEREAU, *manager Crossett Lumber Co. Crossett, Ark.*

Clears up misunderstanding

Your reply is much appreciated by everyone in the industry. Please send us 1,000 copies for our builder-dealer organization and our shareholders?

The government's part in home building has always been confused in the public's mind. Your editorial will do much to clear up these misunderstandings.

E. E. KURTZ, *president Inland Homes Corp.*

I would like to send out 300 reprints.

W. E. SLABAUGH, *manager Contract sales department Westinghouse Electric Corp.*

... Presents the facts in a way that is dynamic and impressive.

Could you send me 30 copies.

F. J. SAMERDYKE, *president Harnischfeger Homes, Inc.*

Your full page answer will help put the *Wall Street Journal* straight. I was just about to write them myself.

ELMER K. RITZ, *Pittsburgh*

Good for you! Your reply says just what I should like to say.

NELS G. SEVERIN, *vice president NAHB*

You have spoken valiantly not only for the building industry, but more important for the consumer, the home buyer, the home owner.

ERNEST G. FRITSCH, *president Ernest G. Fritsch & Co. Columbus, Ohio*

Terrific! Thanks.

ALAN E. BROCKBANK, *past president NAHB*

... A very appropriate reply. We appreciate your interest in the welfare of the lumber dealers and the entire building industry.

V. JOS. WARDHEIN
Ginter-Wardein Co.

The real story

... I am glad you had the courage to stand up and tell the real story as the story.

JOHN E. BAUER, *secretary NAHB*

You said the things that should have been said and you said them well.

GEORGE JOHNSON, *president Dime Savings Bank of Brooklyn*

I agree entirely that we need more housing, certainly not less.

Retail lumber dealers have been seriously affected by the shortage of construction money. I would estimate that lumber yard business is off around 15% nationally, compared with a year ago.

JOHN E. MOELING, *president Sterling Lumber & Supply Co.*

Someone must speak up for our industry and I am sure HOUSE & HOME was the one to do it. I'm glad you stepped up to the problem in such a thorough manner.

CURRY W. STROUP, *general manager American Kitchens*

You are to be highly complimented for your forthright reply giving the true facts.

EDWARD W. PRATT, *director NAHB*

You spoke well for the interests of every company in the building industry. The fact that the *Wall Street Journal* could write this editorial shows how few people understand the industry and its relation to the Government.

This is only one of the very excellent things you have been doing to advance the building industry through your magazine in recent years. Keep up the good work!

FORBES SARGENT, *president Sargent & Co.*

... A significant step. The very fact that HOUSE & HOME caused this advertisement to be published is further evidence of the sincerity of your interest in the home building industry. It's good to get issues of this kind aired publicly, because by so doing we may get the answers that we need for the benefit of our country and its economy.

PHILIP M. KLUTZNICK, *chairman American Community Builders, Inc.*

Supported with facts

I want you to know how much I for one appreciate your reply to the *Wall Street Journal*. It is a magnificent job, excellently prepared and supported with facts.

I must admit that I am completely puzzled and confused at the attitude of people in money circles and government toward the home building industry. Thank goodness we have the friendly backing of HOUSE & HOME to present our point of view.

EDWARD R. CARR, *past president NAHB*

You are so right. It is vital our business and financial leaders be enlightened on an industry as critically important as the home-building industry. Our congratulations.

C. ALLEN DOLBY, *general sales manager Brainard Steel Div., Warren, Ohio*

... The best thing I've seen in support of the much maligned home building industry.

RALPH H. SIMS, *advertising manager Crawford Corp.*

I appreciate your being on the alert in behalf of the industry and performing this service.

CLARENCE A. THOMPSON, *chairman Lumber Dealers Research Council*

We would like 500 copies to send with a special letter of our own to all our lumber dealers.

J. W. WEBSTER, *vice president Doweloc Inc.*

You certainly struck at the heart of the issue. Your magazine is doing a progressive, dynamic selling job for all of us.

W. M. JONES, *vice president General Homes*

Outside, inside/ Builder translates Japanese design to Alabama setting

Architects: Caldwell and Harmon; Builder: Rogers Investments, Inc.; Birmingham, Ala.



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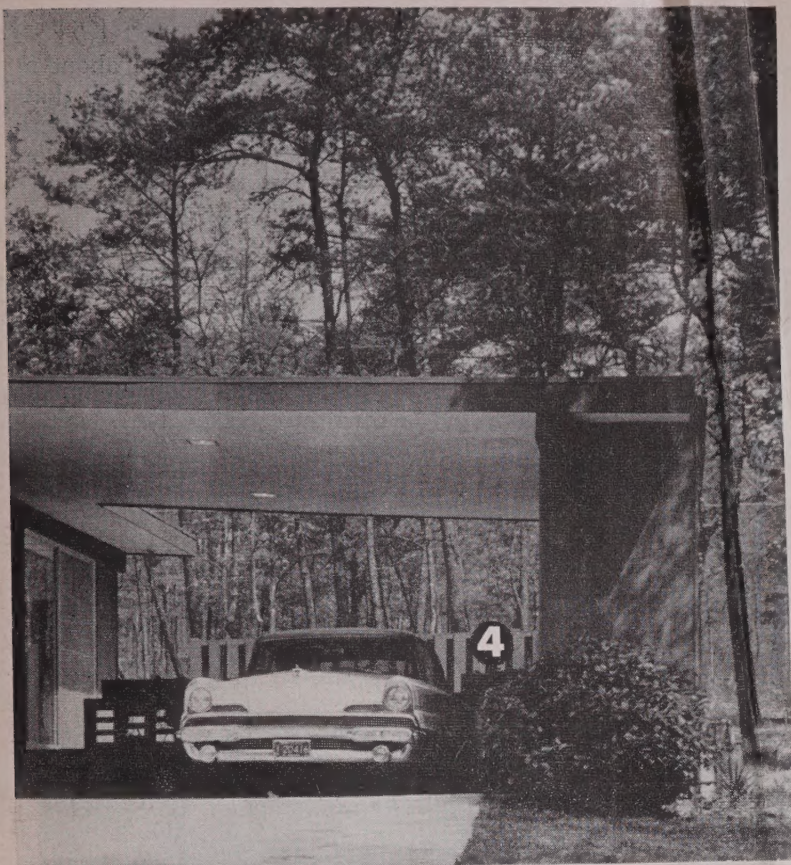
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with wood 'n REZ

only natural-wood finish in 13 colors!



Here's how the builder,
Rogers Investments, Inc.,
used wood 'n Rez
in this \$35,000 home



- ① To blend cedar siding with the color and mood of surrounding landscape, CEDAR REZ was used.
- ② Front door takes on a slightly lighter tone as CEDAR REZ is applied over Japanese chestnut. This same wood is used inside for all walls and trim. Trim and certain interior walls are primed with CLEAR REZ Sealer and finished with SATINWOOD REZ for durability and to achieve hand-rubbed look. All other walls are toned with DRIFTWOOD REZ.
- ③ To harmonize with siding and interior walls and to emphasize the exposed post-and-beam construction, the builder chose CHARCOAL REZ.
- ④ Fence surrounding patio is again CEDAR REZ over cedar.

Imaginative use of wood and REZ is paying off for this Birmingham builder in quick sales of custom homes. Why not give your homes the built-in beauty and *saleability* of wood and REZ? Make every subdivision house a "display house"—every custom home a "dream home."

FOR BUILT-IN BEAUTY... IT'S WOOD 'N REZ

see our catalog in
Sweet's
or write for copy

Ask your local REZ distributor
for a complete set
of REZ colors today.

REZ: a trademark of
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Here's the sign that stopped us!



NEW MODEL
NEW LOW PRICE

Electro-Klean®

ELECTRONIC HOME AIR FILTER

Built and Backed by American Air Filter . . . World's Largest Manufacturer of Electronic Air Filters

"I imagine every woman has dreamed about a home that would keep itself clean . . . tables that would dust themselves . . . walls that would keep their new look . . . rooms that would automatically 'clean themselves'. I've dreamed of such a home, too, but I never expected to find it!

"That's why this sign stopped us. We could hardly believe that now automatic house-cleaning is here, at a price we could afford!

"The salesman showed us how a simple electronic device, attached to the furnace or central cooling unit, drew up to 20 times more dirt particles out of the air than throw-away filters. It was easy to understand how Electro-Klean could prevent thick layers of dust from collecting on furniture, walls and windows by trapping it from the air. Naturally the Electro-Klean gets bacteria laden dirt and pollen, too. I understand that doctors use Electro-Klean for relief of allergy troubles.

"When we found that automatic house-cleaning added less than two hundred dollars to the cost of a home, we were sold!"



"Imagine . . . this addition to our furnace will house-clean every room in the house, every day!"

Electro-Klean is a compact, "package" unit that may be quickly installed on the return air side of any forced air furnace or air conditioning system, using existing ducts. There are no water or sewer connections. Electro-Klean traps airborne dust and pollen like a magnet attracts and holds bits of iron.

Electro-Klean provides a tremendously effective selling point for your homes at low cost. It is backed by a national promotion program that will pre-sell your best prospects. Localized promotional material and plans will help you reap the benefits of this outstanding new and exclusive selling feature.

Electro-Klean is a product of American Air Filter Co., oldest and largest manufacturers of electronic air filters. It is backed by more than 30 years' air filtration experience.

Investigate Electro-Klean today. Be first to offer this amazing new selling point — "homes that house-clean themselves". Write for details of promotion plan and Electro-Klean prices.

American Air Filter Company, Inc.
209 Central Avenue,
Louisville 8, Ky.